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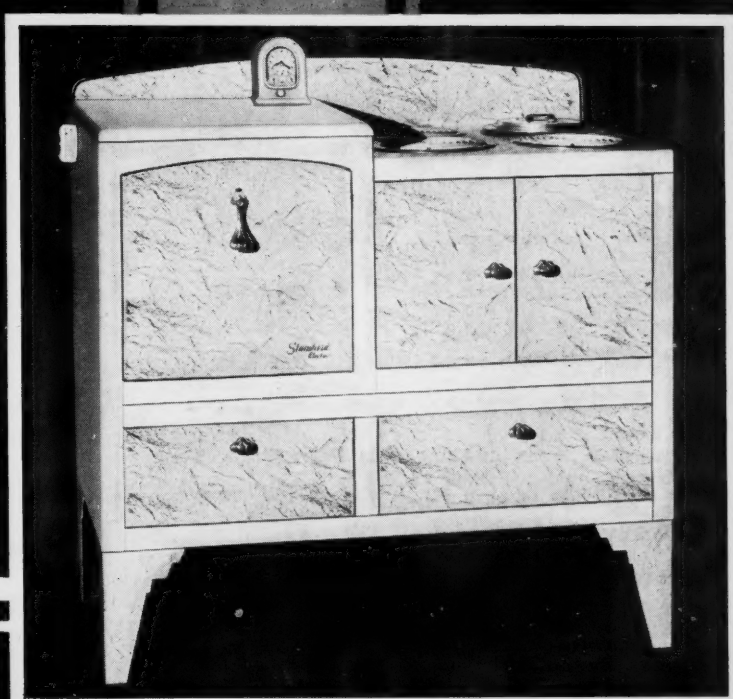
Electrical Merchandising

McGraw-Hill Publishing Company, Inc.

FEBRUARY, 1932

25 Cents per Copy

Standard ELECTRIC RANGES

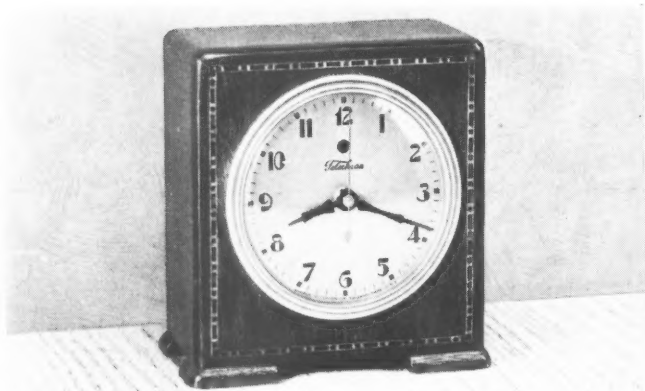


• 1932 •

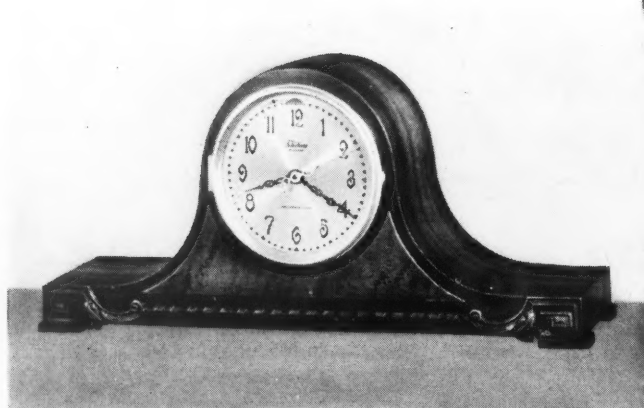
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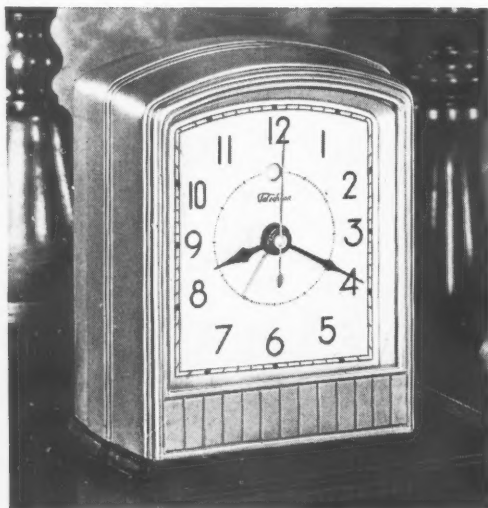
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Address _____

Electrical Merchandising

VOL. 47

No. 2

Contents for February, 1932

Copyright, 1932, by McGraw-Hill Publishing Company, Inc.

Obituary.....	by L. E. Moffatt	43
On the Stand.....	by L. E. Moffatt & Laurence Wray	44
He Started in a Battery Shop.....	by F. C. Emmerling	48
Home Service		51
They Need Home Service Support.....	by F. R. Clauss	52
Appliances Have Helped		57
The Window Is A Stage.....	by I. L. Cochrane	58
Heating Appliances Need Display.....		61
Selling Refrigerators in A Steel Town	by T. F. Blackburn	62
"We Hate to Make a Sale Under \$100".....		64
A Door That Opens Itself		67
Farm Tour		70
New Merchandise		71
All Over the Electric Map		75
Firing Line News		79

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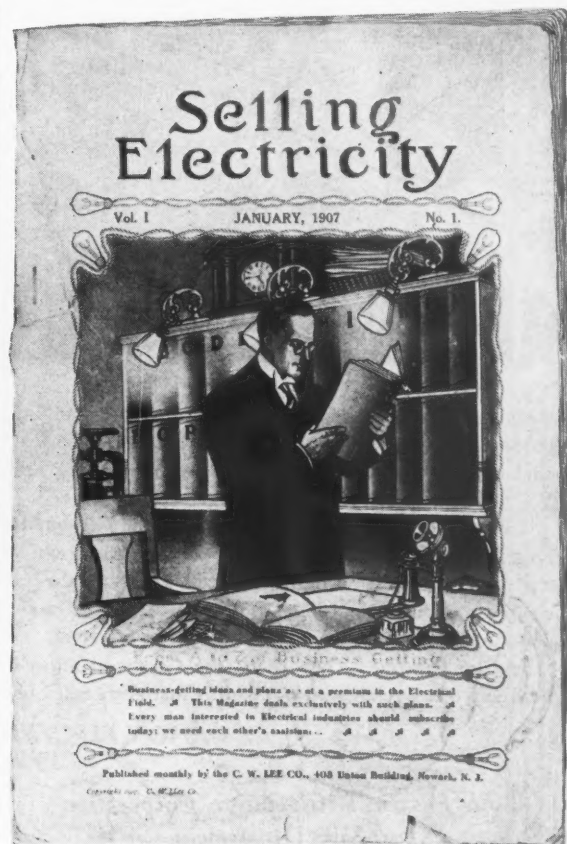
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How the first issue of *Electrical Merchandising* looked. Brought out 25 years ago last month, it was edited by Frank B. Rae, Jr.



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FEBRUARY, 1932

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.


L. E. MOFFATT,
Editor

Obituary

ONE evening last August, surrounded by something more than a hundred electrical men and women, J. Robert Crouse stood under the old elm at Association Island. J. Robert, revered founder of the Society for Electrical Development, was addressing himself to Mr. Marshall Sampsell, the newly elected president. In simple but moving terms he expressed again the ideal on which the society was founded, and which in the years since 1913 the industry has fitfully attempted to make a reality.

AS these pages are going to press the board of directors of the S.E.D., representing all branches of the industry, are meeting to consider abandoning the Society as an organization. The staff has already been dismissed, the activities terminated. Reduced to a managing director and one secretary, it would be seemly now to kill it altogether.

THE Society can be painlessly put away, but its spirit will haunt electrical men. For surely this industry will not view with complacency the closed door and the sign "To Let—Society for Electrical Development—founded to promote cooperation between all branches of the electrical industry."



EDITOR

THE electric range was born in 1910; it was being nursed through its childhood in 1920; and today, in 1932 it is ready for its coming-out party. With the launching of a market development program, embracing all elements of the electrical industry, the electric range is on the threshold of a great commercial career.

Some obvious difficulties challenge the successful conclusion of a promotional plan embracing, as it does, so many diversified interests within the industry. The power companies have a problem, the manufacturers another, the wholesalers and dealers still a third. Nor can the considerations of the wiring contractor be reckoned without. All, however, have a considerable stake in a concerted action which will mean more than \$500,000,000 additional business to the industry. All must be compensated if all are to back the plan.

To more clearly understand the differences in interest and in viewpoint of these diversified groups, we have adopted, in the following article, the legal method. The Industry sits here as Judge while a range manufacturer, a utility executive and a dealer are put upon the witness stand. The dubious delights of cross examination have been assumed by the editors of this publication.

Question: Your name?

Answer: John Smith.

Q.: Your occupation?

A.: Commercial vice-president of a power company.

Q.: Mr. Smith, is your company a combination company? Do you furnish both gas and electric service?

A.: No, we are an electrical utility only.

Q.: Do your rate schedules provide for the economical use of the electric range?

A.: Yes, our rates are easily competitive with gas rates in our territories.

Q.: Splendid. Now, in order to clarify the situation as much as possible, would you mind telling the court briefly what the primary business of the power company consists of?

A.: Certainly. It is the manufacture and sale of electric power.

Q.: And to further the sale of electric power you also engage in the business of selling merchandise and equipment to utilize current in the home?

A.: Yes. That is true.

Q.: Do you employ any other means for increasing the domestic consumption of electricity?

A.: Yes. We advertise the equipment and engage in cooperative promotion to stimulate the sale of electrical devices through other channels—that is, by other merchants than ourselves.

Q.: Exactly. Now to bring this question a little closer to our main objective, will you tell us which of these devices you consider is the largest consumer of power in the home? The device, in other words that yields the greatest return in revenue to your company?

A.: I should say that the electric range, of all equipment now ready for industry promotion on which favorably rates now exist, is the largest consumer of power in the home.

Q.: The electric range, then, is commercially the most important device you are selling?



On the STAND

By
L. E. MOFFATT
and
LAURENCE WRAY

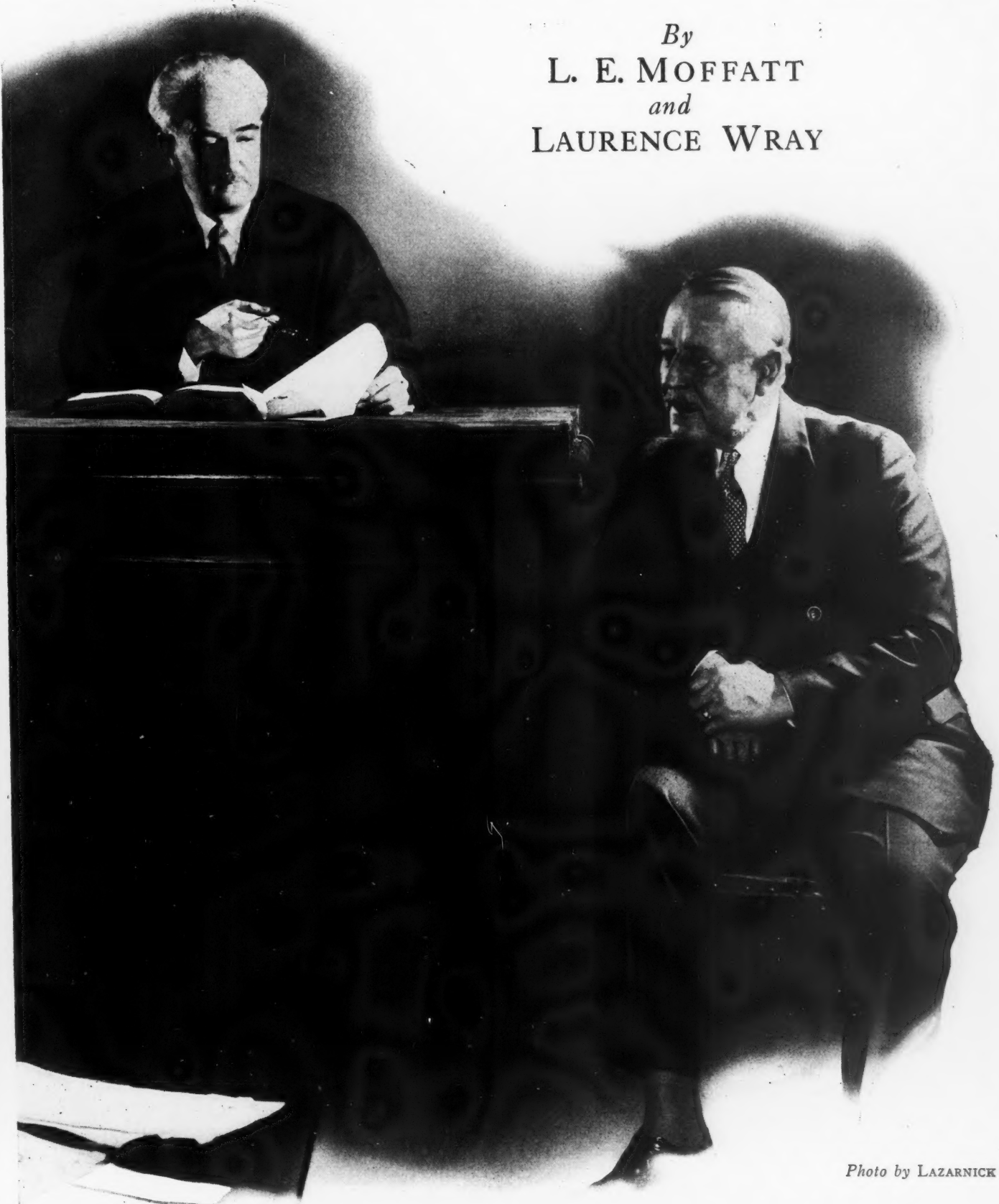


Photo by LAZARNICK

A.: No, that was not what I intended to convey. At the present time the electric refrigerator, due to the fact that it is sold in greater volume and has a larger measure of public acceptance, is commercially the most important device being sold to the home.

Q.: But given the same degree of public acceptance, the electric range would perhaps be more important?

A.: Yes, I think that is a fairly logical assumption.

Q.: How would you account for the fact that the electric refrigerator has a greater measure of public acceptance than the range? Has it been on the market longer? Is it an inexpensive device?

A.: No. There are a number of different reasons for the discrepancy. The electric refrigerator has not been on the market as long as the electric range and, for that matter, it is just as expensive if not even more so. The principal reason, perhaps, is the necessity for educating the public to a new and almost entirely different method of cookery in comparison with accepted cooking fuels. Then, too, there was the fact that early electric ranges were considered slow and that in a great many localities the rates for electric current made cooking by this method far more expensive than with gas, for instance.

Q.: Do those conditions still exist, Mr. Smith?

A.: In some localities, yes. But there are now some 11,000,000 customers or wired homes in the country enjoying electric rates which make electric cookery as economical, if not less expensive than other fuels.

Q.: And the ranges? They are efficient?

A.: Oh, yes! With the development of high-speed cooking units, with superior oven insulation and with thermostatically controlled heat, they are more efficient perhaps than any other cooking instrument on the market. In addition they are safe, they are clean and they do not raise the temperature of the kitchen.

Q.: Well, that is a long list of virtues. To get back now for a minute to the electric refrigerator: Can you tell us, Mr. Smith, how the great measure of public acceptance which the refrigerator enjoys has been built?

A.: By extensive advertising, for the one thing and by well functioning distribution for another. In the last two or three years there has been an annual expenditure of about \$20,000,000 for advertising.

Q.: To what extent do you, as representative of power companies of this country, participate in the distribution of electric refrigeration?

A.: Well, I should say off hand that power companies sell about 25% of the total volume.

Q.: And, what was the total volume of domestic electric refrigerators sold during the past year of which you did approximately 25% of the business?

A.: It has been estimated that there were 900,000 individual domestic refrigerators sold.

Q.: Have you pursued any special methods in the sale of refrigerators such as price reductions, premiums, etc.?

A.: No. We have given every support and encouragement to other retailers. This support has taken a variety of forms: collective advertising, cooperative shows in our salesrooms in which we have stood the heaviest portion of the expense, dealer tie-ins in our own campaigns, and some power companies have even gone so far as to finance dealer paper.

Q.: That is fine, because it brings us nearer to the point most important in this discussion. *Have the power companies in any case attempted to reduce the accepted price levels on refrigeration?*

A.: No. Certainly not. We do not set price levels;

they are set by the manufacturers in the refrigeration business.

Q.: That is exactly what we are trying to get at here. Now to get back to ranges. Did you also do 25 per cent of the range business?

A.: 25 per cent? Lord, no! The proportion of range business done by the power companies is nearer 90 per cent.

Q.: Then how many electric ranges were sold during the same period that 900,000 refrigerators were sold?

A.: Nationally, an estimated 115,000 electric ranges.

Q.: How do you account for the fact that the power companies sold 90% of all the range business, whereas you sold only 25% of the refrigerator business?

A.: Well, of course, there are a number of reasons. The chief reason is that the electric range has been a pioneering device for which the market has to be created as the ranges have been sold. This has cost more money than could be collected from a legitimate merchandise profit, so that the burden of the promotion and expensive selling in this introductory period has had to be borne by the central stations alone.

Q.: That will do for the present, Mr. Smith. Thank you.

The second witness, an electric range manufacturer, is called to the stand:

Question: Your name?

Answer: William Jones.

Q.: You are a manufacturer of electric ranges?

A.: I am.

Q.: Mr. Jones, I will endeavor not to waste any more of your time than is necessary but there are a number of questions before the court on which your testimony would be enlightening. I would like to ask you first whether, in your opinion, the market for cooking equipment is an important one?

A.: Yes. I should say it was, decidedly.

Q.: Can you give us some definite idea?

A.: Well, it has been estimated that there are about 3,000,000 cooking stoves of all types sold every year of which about 90 per cent constitutes replacement business.

Q.: And of this number we have been informed by Mr. Smith that the electrical industry sold only some 115,000 electric ranges last year. We are concerned now, Mr. Jones, as you are aware, with a three-year program for increasing the sale of electric ranges. Can you give us some idea of why it should be necessary to have such a program?

A.: At a recent meeting of the National Electrical Manufacturers' Association where this plan was discussed, it was pointed out that the only project now before the electrical industry that will definitely increase business for all branches of the electrical industry is the range plan. These branches include wiring contractors, all retailers, and manufacturers of every product that has to do with wiring, transmission, distributing and generating equipment.

Q.: Can you give us any figures?

A.: Yes, I have them right here. The range plan provides first for the sale in three years of 1,050,000 units; 225,000 in 1932; 325,000 in 1933 and a total of 500,000 in 1934. This million ranges will raise the national saturation from 5 to 10 per cent. The plan if carried to a successful conclusion would create a market of \$500,000,000 for the electrical industry which includes,

of course, the revenue derived by the central station for power. The market created for the manufacturers alone would amount to \$200,000,000. The business of wiring contractors would be increased \$50,000,000 and the central stations and retailers would get another \$250,000,000.

Q.: That is certainly an imposing array of figures. To get now to another point: Mr. Smith has told us that the power companies do 90 per cent of the range business at the present time. Does this three-year plan contemplate their continuing to do that proportion of the business?

A.: No. And that is one of the troubles we are up against. It should be clearly understood that the successful conclusion of the three-year plan involves the promotion of ranges on a national scale with other distributing mediums doing a large part of the selling job—much as they do today in refrigeration.

Q.: The dealer then must be an important element in the picture if 1,000,000 ranges are to be sold?

A.: Sure, he's got to be in it. You see the plan provides three things: First, national advertising of electric cookery. Second, a wider distribution through all good outlets—specialty dealers, department stores, hardware dealers and electrical contractor dealers as well as through utilities. And third, established list prices maintained by all retailers.

Q.: Have range prices been maintained in the past?

A.: No. Due to the introductory character of much range merchandising, many power companies have sold ranges at cut prices. This was sometimes justifiable, since there were no competing dealers and since a certain measure of use and saturation was necessary to introduce the idea itself. I think Mr. Smith will bear me out on that.

Q.: Are the prices of electric ranges so out of line that it is necessary to cut prices in order to sell them at all?

A.: No. The electric range can no more be compared in value, in cost to produce and consequently in price with gas, oil or coal ranges, than the refrigerator to the ice box, the vacuum cleaner to the carpet sweeper or than any other electric device with the product it supplants.

Q.: In order, then, that electric ranges be sold in any quantity and a distribution system set up, you feel it necessary that prices be raised to compensate for the selling job?

A.: It is not so much a question of raising prices as of maintaining fair prices for ranges equipped with all the features which give the electric range its greater selling appeal and its greater satisfaction to the user.

Q.: Such ranges are sold on the basis of meritorious performance rather than price?

A.: Absolutely, and by placing the emphasis on performance and making price secondary, the product may be priced at a figure which while always fair to the purchaser, provides first the indispensable funds for advertising, and second a sufficient margin to the distributor and retailer. Let me make clear again that the problem of increasing range sales is the problem of expanding range distribution as well as the problem of educating the public. The dealer on whom this distribution will depend must have greater compensation than present margins. Education can only be accomplished by greatly increased national advertising. The cost of distribution and advertising must be in the price. You see, therefore, that the power companies have it in their power to prevent the real growth of the range business by insisting

on being supplied with a range stripped of all its valuable consumer appeal. They want to sell at a price. So the rest of the industry must suffer.

Q.: But don't lower prices automatically create greater markets?

A.: Not for electrical specialties. The sale of ranges or refrigerators depends on active sales promotion, advertising, demonstration and direct solicitation rather than on price. You can readily see that due to the position occupied by the power company that any price featured by the power company established a price standard for that community. So that, if the utility advertises ranges at, say \$125, the public accepts \$125 as the value of the range, setting up a most discouraging barrier to the dealer who is endeavoring to sell a range at \$175 or more, even though the dealer's range carries all the desirable features lacking in the range offered by the power company.

Q.: You state your case very well, Mr. Jones, but let me ask one more question on this matter of price. The present tendency on prices of all products today is downward. Is that not so?

A.: On most products, yes.

Q.: Then why should range prices be maintained or even increased?

A.: Because price must include all the elements of cost between the producer and consumer. And this includes necessary advertising, market promotion and selling, with a fair profit for maker and distributor. The mark-up from cost to list is not greater on ranges than on refrigerators, for example. The range manufacturers haven't made any money and they are not making any now. That is what you must remember. And as long as we are not making money it is idle to talk about lower range prices. Lower prices will come soon enough when a reasonable degree of standardization, public acceptance and volume sales are attained.

Q.: Do you think it depends on the central stations of the country?

A.: Surely. If we are going to sell a quantity of ranges it depends not on the individual efforts of power companies who are themselves selling ranges, but on the enlightened policies of these companies which will encourage the sale of electric ranges through all other trade outlets.

Q.: That will be all. Thank you, Mr. Jones.

A dealer is now asked to take the stand:

Question: Your name?

Answer: Sam Robinson.

Q.: Your occupation?

A.: I am a dealer specializing in electrical refrigeration, washing machines, ironers, radio and vacuum cleaners.

Q.: Mr. Robinson, you have heard the testimony of Mr. Smith who represents the power companies and Mr. Jones who is a range manufacturer. We are trying here to get a clear picture of the difficulties that lie in the path of promoting electric range sales. It is apparent from the testimony of the gentleman who preceded you on the stand that you and your fellow dealers should play an important part in electric range selling if the plan to sell 1,000,000 ranges in three years is successfully pushed. Will you be so good as to tell the court now if there is any reason the electric range should not be a valuable item of merchandise to handle?

(Continued on page 56)

He STARTED in a



..... But A. L. HELD does not depend on his present to keep up his volume. More than two-thirds of his sales come

By F. C.



Top: Beauty helps this store, the West Garrett Road branch of A. L. Held, Inc., but outside selling pays a portion of its fixed expenses.

Above: Full-size display windows (at right and in front) make this Ziegfeldish exhibit visible from across the street. A washer, ironer and other radios are usually displayed in the foreground and to the left.

A. L. HELD, INC., operating two eye-filling stores in the populous Garrett Road's shopping section, 80 blocks west of Philadelphia's Independence Hall, would be facing a loss this year instead of a profit, were it not for the fact that two-thirds of the sales this year are due to outside selling, instead of the usual 40 per cent.

"We found we'd have to go out after the business this year," says A. L. Held, "and we are."

"We cut down our operating expenses in every way we could without hurting sales, but that wasn't enough. We had to make our outside selling produce better results, and do it without losing any prestige."

Held still has a good many of the customers he has been acquiring since 1921, when he opened up a battery shop facing what was then a farm and is now West Garrett Road. The next year he took on radio. In 1926 he leased a store at 70 Garrett Road, tried it out a year, then spent \$5,000 grandly decorating it in the Mexican style of architecture, even to the cactus plants. His best year was 1929; although his 1930 gross sales of \$150,000 were largest of any year so far, profits were less due to the expense of starting a branch store on West Garrett Road. Early this year it was worse.

Battery Shop.....



Left: The arch at the right leads to the office and salesmen's meeting room behind this gaily decorated show room of Held's West Garret Road store.

Below: Left to right, A. L. Held, proprietor, and M. A. Zeigler, sales manager.

*beautiful store
from outside work*

Emmerling

Throngs still passed his handsome stores: 10,000 people were clocked at 70 Garrett Road one Saturday, but few came in.

Therefore, instead of curtailing its outside work, as many electrical stores have done this year, the Held organization devoted even more attention to this exacting task. Mr. Held had experimented arduously with outside selling, but this year necessity forced him to work out what he now believes to be the best system for a business such as he has.

Handling outside men, he observes, is no job for an amateur. It's an entirely different proposition from inside work and yet lends itself readily to tie-up with the store.

An attractive store, Held believes, provides a necessary background for the salesman's outside activities. It identifies him to the customer.

Special supervision, field tests of salesmen's efficiency

and follow-up by mail have an important place in Held's outside selling.

A sales manager, schools and oversees two crews, each with three salesmen and a supervisor. One crew con-



concentrates on washers (Easy), the other on refrigerators (Westinghouse); each sells other merchandise (radios, cleaners, ironers, ranges), also repair jobs.

The washer crew goes out with a truck, each man calling at houses specified the night before by the sales manager, to secure appointments to demonstrate the washer. The supervisor helps close the sales.

"No racket stuff here," Held insists. "We have a lot of friends around here and can't afford to get their ill-will. High pressure is out. It's up to the sales manager to see to that."

Daily the manager scouts through the territory, sampling the salesmen's efficiency by visiting new customers. "Everything all right?" he wants to know. Indirectly he ascertains each salesman's weakness, whether it be timidity or insolence, incomplete instructions on use of the appliance, or superfluous technicality. Then he trains the salesman, individually, to overcome the fault.

"That kind of research—it's not policing—is the best way to build up an organization," says the sales manager.

"The small store has to work with its men as individuals, not as a group. The songs, cheer-leading, marathon contests and whoopee speeches may be all right in a meeting of 200 men, but not with eight or ten men who all know each other. The big organization may get one high-power salesman and 19 failures, the small group has to make a good average.

"By working closely with our men and convincing them that they are going to get a square deal from the company, we get men who will stick, and this reduces training costs. Even though some men are bound to last only a week, if you get men to average 10 weeks with you, as we do, it is a lot better than an average turnover of one man to 10 days."

Held's outside men average \$22.50 per week in commissions, several earn around \$50.

Training Salesmen

SALES meetings are held about three times a month often with a factory representative demonstrating sales technique. Overshadowing these, however, are individual sessions based on field checkups.

"The other day," said the sales manager, "I found that one new man was trying some high-pressure stunts. I took him to one side, advised him to cut it out. I was amazed when he opened up and told me a hundred and one tricks he had picked up from other companies. Without calling on the customers, I never would have found out what this man's weakness was.

"I don't mind taking on floaters, if they're willing to follow our policies. They at least will push the doorbells. But you have to make them unlearn all the fast stuff they learned with high-pressure organizations or you'll have a lot of grief.

"Selling washers and refrigerators is not a one-call proposition like selling cleaners. Therefore the hurrah meetings, team races and turkey dinners that help sell cleaners won't work here, because we want to call back and sell our customers something else."

Held's policy has produced good results. For the first 9½ months of 1931, 450 refrigerators were sold, averaging \$200 each. Sales of washers, which were taken on only four months ago, were 20 the first month and now average 50 per month, three fourths of them being \$165 models.

Mr. Held estimates that outside sales cost him 17 per cent. Salesmen get 10 per cent commission, plus an accelerating bonus; supervisors get a salary and 2 per cent overwriting, and the sales manager is paid on a salary basis.

Held considers this cost low enough. "It's clean business," he states. "We've had only two skips all year. Our collections are 97 per cent complete every month, which is a good record.

"Our supervision system insures us against forced selling, which means reverts. It produces good will and therefore it's also an advertising medium.

"Besides, outside selling helps the store carry on during all these bank failures, and it helps me buy at carload prices."

And intensive follow-up system helps provide leads for outside selling, although "cold turkey" canvassing is considered indispensable. Every customer, whether he has bought a new set of tubes, receives a letter, individually typed from one of eight master copies. These letters express thanks, offer service and remind the customer of other merchandise.

Advertising

THE salesmen are backed up liberally by advertising which costs the store 5 per cent of its total sales; however, a goodly portion of this is paid for by manufacturers. From 50 to 100 inquiries a week are secured from announcements broadcast four times a day over WPEN, mostly for radio repair jobs. Some of these pave the way for merchandise sales which can be followed up by outside men.

Trade-ins, however, are held down. A trade-in is seldom allowed on a radio sale. On a washer sale, the maximum trade-in allowance is \$17, the average is \$10. Thus, a washer traded in at \$10 will be equipped with a new set of rollers costing \$4 and sold for \$20, the store retaining \$3, and the salesman getting the other \$3. The buyer of the second-hand washer, incidentally, will be followed up in a month or two as a prospect for a new washer.

Some stores contend that the main problem in outside selling is man-power, Held says it's supervision. You may be a good store manager or a world-beating outside salesman, and still fail to get good results as an outside sales manager. So Held says: "Hire a good man to train and supervise, it's a job in itself. I run the business and sell, too, but I have a manager who handles the men better than I could.

"The sales manager has to have a lot of patience. He's got to be qualified temperamentally to fix up petty objections and complaints, to check up on demonstrations, habits, dress and manners.

"For instance, when Ziegler hires some one, he never sells the job to the man; he makes the man sell him. Now, you know how hard it is to do that. Ziegler talks with him a while, and then asks, 'Now can you give me some reason why you should get this job?'

"I give him full responsibility. The men take their troubles to him. Of course, sometimes I have to raise a little hell with them at meetings. I took one man, told him he wasn't able to sell, he wouldn't ask for the order. Well, he got mad and went out and sold eight washers this week (six of them at \$165 apiece) to show me up.

"It pays to get a good manager. I lost \$2,000 before arriving at our present set-up, but it was worth it!"

home service

SCHOOL FOR COLORED MAIDS

THAT it is one of the best activities ever put on is the consensus of opinion of executives of the Virginia Public Service Company regarding the cooking school for colored maids which is now a part of the home service work carried on by this company.

An extremely comprehensive and interesting report on these schools, submitted by the home service representatives at the company's several offices, has been compiled by Pearl Evans, in charge of home service for the Virginia and other companies. This report is available upon request to her at the National Electric Power Company, 57 William Street, New York City.

The cooking classes were held, as a rule, two days a week, the employer contributing one afternoon and the maid giving her free afternoon. While the range was the center of instruction, the refrigerator and small appliances were also studied. The maids were shown how to fuse and defrost the refrigerator, how to make desserts, salads, and how to arrange foods in the refrigerator. They were taught how to make waffles on the electric waffle iron, how to make coffee electrically, use of the toaster and iron and how to properly care for all these appliances. Following one of the courses, reports Mrs. Elizabeth Jolly, home service representative at South Boston, the maids sold two mixers and one waffle iron and secured three prospects for the electric range.

Four or five of the employers of the

maids observed at each class. "Several of them called me up and thanked me for the instructions given their maids and declared they had already seen wonderful improvement in the preparation and serving of food and in the economy the maids were exercising in the operation of the range," reported Mrs. Jolly.

Graduating exercises were held upon satisfactory completion of the work, the employers being invited to these exercises. Refreshments prepared by the maids were served.

A typical schedule or course of study, prepared by Nellie Minor, home service representative at Charlottesville, for classes at that office, is as follows:

First Class: Registration, assignment of three maids to a range, explanation of different surface units and the use of high, medium and low heats, care of surface units, questions on this instruction.

Second Class—Surface Cooking: Small quantity of water—potatoes; no water at all—carrots or beets; how to cook and not use double boiler—custard. Questions.

Third Class: Explain oven units; take oven apart for cleaning. Explain broiling; broil steak, using economy grill with vegetables cooked day before.

Fourth Class: Fifteen-minute breakfast (broiling pan). Biscuits, bacon and eggs or toast. Small appliances such as percolator.

Fifth Class—Oven Dinner: Roast, potatoes in skins, Brown Betty. While dinner is cooking maids make up electric refrigerator rolls for baking class.

Sixth Class: Bake refrigerator rolls. While rolls are baking, mix layer cake and bake as soon as rolls come out. Emphasize correct baking tins. Small appliances.

Seventh Class: Prune marmalade. While marmalade is cooking, prepare tomatoes and put in can for canning lesson, quart can. Small appliances, thrift cooker.

Eighth Class: Can tomatoes. Review range entirely; cover all features of the range.

Ninth Class: Thorough review of everything on the range. Ask examination questions orally (do not let maids know that they are examination questions). Electric refrigerator. Simple questions. Defrosting, cleaning of trays, cleaning inside, placing of food, covering of liquids, keeping door shut.

Tenth Class: Examination.

Examination included such questions as: Is it necessary to use a double boiler with an electric range? How much water should be used in cooking potatoes? Must all pans have tight tops? Why? Does acid stain the enamel on the range? What is the cheapest heat you can use?

DYEING IN THE WASHER

ASPECIAL BULLETIN issued by Della T. Lutes, Director, Home Economics Department, Syracuse Washing Machine Corporation, Syracuse, N. Y., deals with the use of the washing machine for tinting and dyeing fabrics.

Research done by Mrs. Lutes' department on this subject brings out the fact that the washer can in many instances be substituted for the boiler or kettle, the machine providing the agitation or "stirring." Result: More even distribution of color and no bending over a hot dye kettle.

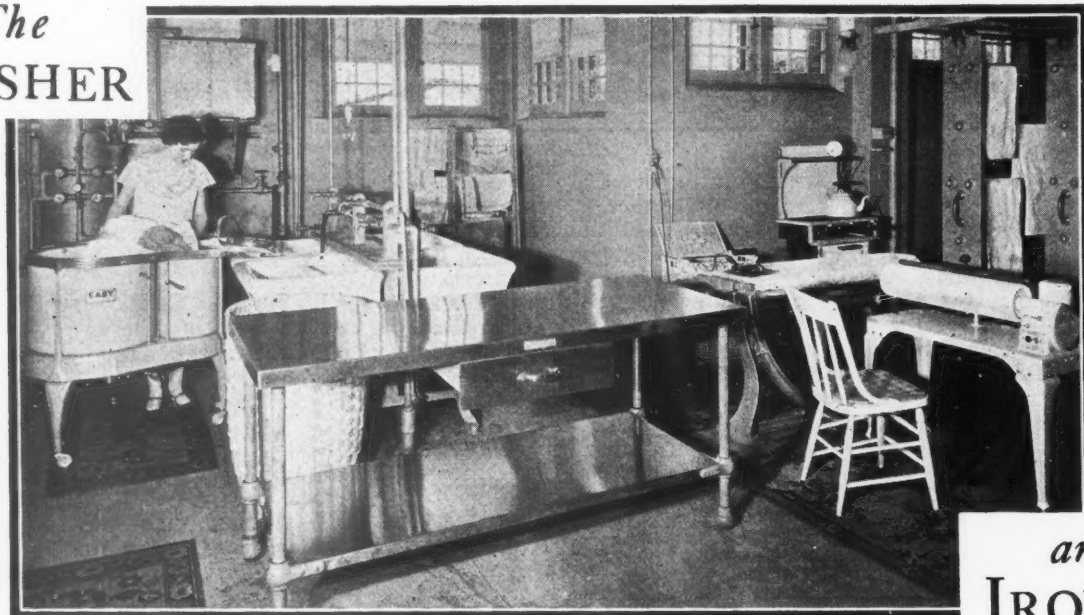
Inquiry has been raised, says Mrs. Lutes, as to the temperature of the water in the washer. With the exception of black and certain shades of red, the temperature of the water, as maintained in the washer for 40 min. has proved entirely satisfactory, Mrs. Lutes has found. This bulletin is free upon request to Mrs. Lutes, at the address given above.

In addition to the Special Bulletins issued by Mrs. Lutes' department, is the regular publication, "Short Talks Over the Line,"—an extremely interesting bulletin on laundering and related subjects. A "Special Bulletin," dealing with laundering subjects, is also issued from time to time. These Bulletins give detailed information on laundering processes and, compiled, would make an excellent laundry manual.



One of the classes in the Cooking Schools for colored maids put on by the Virginia Public Service Company. This is the class held at the South Boston office, which is conducted under the supervision of Mrs. Elizabeth Jolly, home service representative at South Boston.

The WASHER



and
IRONER

..They Need HOME SERVICE SUPPORT

FOR some reason, laundry equipment, particularly the washer, seems to be the red-headed stepchild of the appliance family,—judging from its conspicuous absence from industry educational programs. Washer people have felt, with some justification, that laundry appliances do not get an even break in home service programs. To get an idea of the general situation with regard to washer representation in educational work carried on by central stations, we asked several well-known home service women these questions:

"Do you include the washer and ironer in home service or radio programs?"

"What percentage of meetings are devoted to laundry equipment as compared to ranges, etc.?"

"Are customers interested in laundering programs?"

"How do you get customers' interest in laundry equipment?"

The replies bear out the impression that laundering is not a popular program subject.

From Iowa: "In reply to your questions will say that we have had very few laundry demonstrations. While those we had were fairly successful, women do not respond as they do to range demonstrations and with us we feel that the laundry equipment is better known and does not need as much educational work done as some of the other appliances."

From Ohio: "We do not include any work on washers and ironers in our Home Service Program except the testing of these appliances before they are bought. In the interest of the promotion of the use of hot water, we give some educational work on laundering. Last year this was given for us by a well-known home economics woman from the University here. No particular stress was laid on the equipment used. We do, however, include washing machines and ironing machines in our

Washer and ironer, inquiry shows, poorly represented on home service programs, at a time when the trend toward economical handling of laundry at home brings need for more educational work on laundry appliances.

By

Florence R. Clauss

equipment work given in public schools and in the course which we give at the University in Household Operating Problems.

"We do get many questions about the operation of laundry equipment and about the types we would suggest that they buy and, of course, the household information about stain removal and laundering different kinds of fabrics."

Wisconsin: "Washing and ironing methods, the use and care of washing machines and ironers are included occasionally in our radio broadcasts. We devote no meetings to laundry equipment. Our laundry equipment is merchandised by means of a concession . . . and home service is not directly in contact with this organization. Women's interest seems to be mild in laundering programs."

Oklahoma: "We have weekly range demonstrations but do not have regular laundering demonstrations. We give, however, quite a few demonstrations to special groups, such as Home Demonstration Clubs, Girl Scout groups, high school classes and colored maids' classes. In addition to special demonstrations, we demonstrate laundering equipment on the sales floor, particularly ironers. Here, customers become quite interested. We have occasion several times each year to demonstrate this equipment at public gatherings such as fairs, shows of various kinds, etc."

Minnesota: "In this office, washer and ironer business does not come under the scope of Home Service. These two appliances are sold on a resale basis with floor display space in our building, and all sales people and demonstrators are operating directly from washer and ironer factories."

"In our small divisional towns, our saleswomen demonstrate electric and gas ironing machines. Washing machines are demonstrated by the men who sell washers. About 10 per cent of home service time in small divisions might be charged to washer and ironer activities."

"A year ago we held a very complete program on laundry management, demonstrating washers and ironers in all our divisional towns. The lecturer and demonstrator was sent to us from Lever Brothers of Cambridge, Mass. We found that in some of the towns this program met with considerable interest and was well attended. In two of the cities, in three consecutive day schools, we averaged over 1,000 women a day in attendance."

"About every tenth program given by our divisional offices in the small towns where we have radio broadcasting is devoted to laundry methods."

Pennsylvania: "Laundry equipment is included in our home service and radio programs. Actual demonstrations on the washer and ironer are included in a series wherever possible. For instance, we have assisted the Y.W.C.A. in training domestic servants for this class

in actual washing, drying and ironing demonstrations.

"Out of possibly seventy-five radio broadcasts in a year, one broadcast is devoted to actual laundry process and another one to stain removal."

"The percentage of meetings devoted to laundry equipment as compared to ranges is very small. It has been our experience that isolated laundry programs fail to interest women; and only when they are offered it in a series of food and equipment lectures is any interest displayed."

Eastern Pennsylvania: "We do not include washers and ironers in our home service."

"The only time we ever touched laundry equipment in any way was to bring a representative of the 'Lux' people down here to talk about laundry problems in connection with selling gas and electric water heaters. She gave this talk in two of our suburban divisions where the

offices have meeting rooms. We set up a complete model laundry and sent out some invitations and did some local newspaper advertising. These were held in summer and although both days were extremely warm, over a hundred women attended each lecture and seemed to enjoy them thoroughly.

"Although I lack definite experience on the subject, I should not say that customers are as interested in laundry equipment as they are in range and refrigeration programs."

From Massachusetts: "We do include information on washing machines and ironing machines in our Community Electrical House-keeping Schools. These are conducted two afternoons each week in a different suburban location. We give some twenty to thirty minutes on laundry at these schools and those who attend are very much interested."

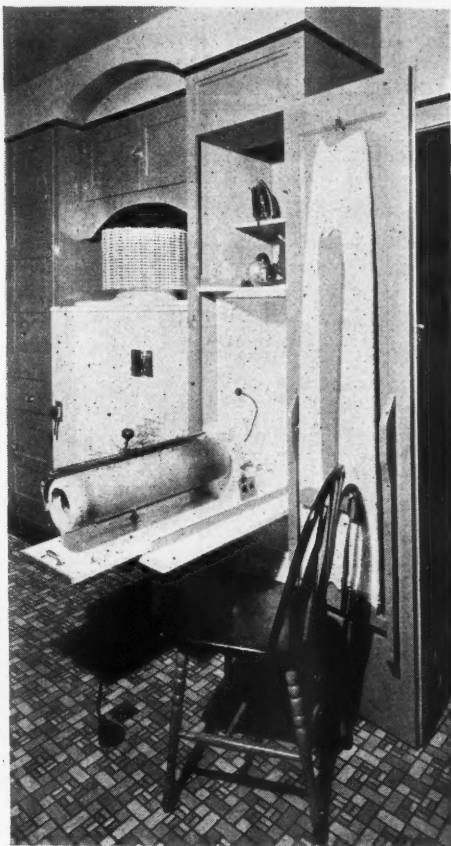
"The manner in which we care for the laundry discussion at our Cooking School is by having one of our laundry specialists actually ironing at the entrance to the auditorium. Then as our visitors enter, they see the girl ironing and questions result."

"Laundry matters are given definite attention in our broadcasts and we frequently receive requests for demonstrations of laundry equipment from these broadcasts."

"We do not feel that women are interested in straight laundry equipment schools, but that laundry is of vital interest when it is supplemented with cooking."

From 'Way Down South: "Laundry demonstrations included in Electrical Shows which we have occasionally to demonstrate all appliances at once. Also have such shows for negroes and have laundry classes for negroes. Very little interest. Whites don't care and negroes can't buy. Have some demonstrations in home economics departments of schools but will be long time before white people wash clothes here."

From a holding company comes this report of home service in its properties: "Our Wisconsin company,



One way of building ironer load is by the promotion of the built-in ironer as part of the laundry unit.

more than any of our other companies, includes laundry equipment in regular range demonstrations. This is particularly true in the case of the electric ironer, which is regularly demonstrated in homes and lectures alongside cooking equipment.

"As to the percentage of meetings devoted to laundry equipment, offhand I would be inclined to believe that our home service departments devote less than 5 percent of their attention to promoting laundry equipment as compared to ranges, etc.

"Are women interested in laundering programs? In general, our departments report 'No,' excepting where joint or combination programs are given.

"Interest of women in laundry subjects, I believe, can be aroused only by working laundry appliances into other demonstrations."

FROM this summary of facts gathered from all parts of the country, it is evident that interest in laundering subjects, on the part of home service women, is rather lukewarm.

Practically the same response is received from every home service woman with whom the subject is discussed. These women are willing, they say, to feature laundry equipment more prominently but cannot get the attendance inspired by demonstrations of food equipment. Since the results of home service are difficult to measure and in fact, can be measured only by attendance records, it is readily apparent that in order to get desired attendance and to report a good showing of the department's work, home service women naturally confine their programs to subjects that will bring out the greatest number of women.

Other reasons for the lack of popularity of laundering subjects in home service programs are the difficulty of setting up and giving an actual washing demonstration and the attitude of some central station executives toward laundry appliances in general. The washer, as an appliance, they feel, is not a load-builder as compared to cooking appliances and the refrigerator. And unless a satisfactory merchandising plan is set up, making for satisfactory merchandise profits, the washer is entirely neglected in the general educational plan. The ironer, on the other hand, is a distinct load builder but requires extensive educational work to put it over. If laundering promotion is not already being done, this educational task is a big one and so the ironer, too, is neglected.

Of this attitude toward the washer on the part of central station people, a well-known home economics woman said: "If the electrical industry is to do a good educational job and is really sincere in its efforts to ease the burden of housework in the home, it *cannot* overlook the tremendous service the washer can render in relieving women of the most arduous and disagreeable of all household chores,—the washing. The industry cannot consistently emphasize the labor-saving benefits of electrical household equipment and ignore the greatest labor-saver of them all,—the washer."

But what to do about it?

First, we must bring about a more sympathetic and encouraging point of view on the part of the industry generally toward electrical laundry equipment. The washer may not be a load-builder but it is a good-will builder and is the foundation, at least in suburban homes, on which appreciation of electrical service is built, for the washer, in these homes, is usually the first piece of major equipment bought. Future electrical purchases are built on the services contributed by the washer.

Organize Laundry Demonstrations

NEVER since the development of home service have we home service women been called upon to play such an important part in community life. The present great need for help in adjusting standards of living to woefully-curtailed incomes places a great responsibility upon all of us who can in any way assist worried housewives in their programs of careful spending.

In this new period of retrenchment, one of the first household operations to figure in the general economy program is the laundering. Families that formerly sent out the washing and ironing or engaged a laundress to come in, are now doing the laundry at home, themselves. Washing machines, unused perhaps during highly prosperous times, are now being put into operation and laundering is once more a home industry.

As one of our first contributions to revised living conditions, we can include in our home service programs wider representation of laundering subjects, to teach women who are doing their laundry work at home the best possible washing and ironing methods, making possible a triple saving of money, time and energy.

It has always been fairly difficult heretofore, as we all know, to interest women in laundering subjects and to get them to attend laundering demonstrations in anywhere near the numbers turning out for food demonstrations. This lack of interest can be remedied, I believe, by giving the laundry demonstration a more popular appeal or by combining it, as many home service women have been able to do with a great deal of success, with food or cooking demonstrations. We have found, in our own programs, that food and food-preparation have the strongest attraction as program subjects and have therefore used such

It has been said that laundry equipment is better known than other appliances and that it therefore does not need as much educational work as other appliances. I rather doubt this. There are millions of women using electric washing machines but it is extremely doubtful whether all these users are getting the efficient service from these machines that they could get if they knew how to use these machines properly. Just the other day a woman representative of a well-known washer company told me of two women who came into her company's offices looking for an electrically-operated wringer.

CURIOS as to why anyone wanted a separate wringer when for practically the same price or for much less, an entire washer, wringer and all, could be had, this home service woman put this question to the customer. The customer replied that her mother had an electric washer but used it only for wringing the clothes; that the wringer had now ceased to operate and that she

By
Florence Freer

*Chairman, Home Service
Committee, N.E.L.A.*

demonstrations as the vehicle to carry those subjects of proven lesser interest.

As a result of last year's Home Service Conference, the Manufacturers' Committee of the Home Service Committee has in preparation a laundering manual which it is hoped will soon be ready for distribution.

Another real source for helpful suggestions will be from the Home Economics or Educational Directors of Washing Machine companies who have had experience in conducting schools for homemakers and who also have a fund of information from their experience with laundry equipment. This is just the time to make use of this expert advice and perhaps obtain first hand assistance in organizing laundry demonstrations.

Since it is the plan to give more prominence to laundering demonstrations during the coming year, we would like to make available to home service women ideas and suggestions for these programs. I should therefore be very grateful if home service women the country over would send me accounts of some of the methods they have found successful in interesting women in washing and ironing processes. This information we shall pass along to other home service women who can adapt the plans to their own needs.



wanted to get a new one but didn't want the washer because her mother wouldn't use it. Her mother, the customer said, preferred to wash by hand, in the set tubs, because she found this easier than emptying the washer by hand after use. "I then explained to them," said the home service woman, "how easily a tub can be emptied by means of an electric pump that can be attached to the washer. The women said they had never heard of such a thing and did not know that washers were built with pumps, but supposed that the emptying of the washer by hand was just one of the features of a washer that had to be tolerated.

"So you see," concluded the home service woman, "the great need there still is for educational work on laundering equipment when purchasers do not know even the simple operation of their washers."

Of course, in this case, the customer may have bought the machine from a mail order house. It just doesn't seem possible that a department store would sell a ma-

chine without at least explaining this most necessary feature of washer operation. And certainly, no washing machine dealer, even with limited resources for demonstration of the machine, and still less, the central station, would allow a machine to be put into use without seeing that a convenient method of draining was made available to the user.

The second step in remedying this laundry equipment situation is to make available to home service women the facilities and assistance required to put on laundering programs that will interest the average housewife. Since much of the responsibility of popularizing electrical laundry equipment, after all, belongs to the manufacturer, it is certainly up to him to actively co-operate in laundering educational programs.

A few of the washer manufacturers have women on their staffs to handle this educational work and to assist home service women and their own dealers in putting on laundering demonstrations.

There is great need for material on which laundering programs can be built. It is generally conceded that an ordinary clothes-washing demonstration falls flat. Women simply will not turn out for a laundering demonstration as they will for a range or refrigerator demonstration. It is evident, therefore, that some unique method of presenting laundering subjects must be worked out. In Buffalo, during a week of laundering programs put on by the home service department and the washer manufacturer's home service representative, the laundering demonstration was successfully combined with a cooking demonstration, the cooking in this case being an oven-cooked "washday" dinner.

Another method of creating washer interest has been developed by a washer manufacturer by the use of the washer in dyeing fabrics, particularly curtains and draperies. This use of the washer makes it adaptable to an "interior decorating" program and therefore serves as a vehicle for a washer demonstration.

Now is a very auspicious time indeed for a concerted drive on electrical laundry equipment. The general wave of retrenchment that has hit all families has made it necessary to cut down household expenses. One of the first to feel the pruning knife is the laundry. Washing and ironing formerly sent out of the home is now being done right in the home laundry, very probably by the housewife herself. Washers that may have stood idle in more prosperous times are being oiled and dusted for operation once again and in these families the ironer is the next logical purchase. In many washerless homes, the acquisition of electrical laundry equipment is being considered as the first step in the home's economy program.

Since the interest of women is already directed toward laundry equipment, a little educational activity on laundering at home will probably clinch many washer and ironer sales. Home service co-operation on laundry appliances will be of inestimable value to the dealer, who has not the facilities for extensive educational work along these lines. Nor will it be of small promotional value to the central station, for the laundry unit is, after all, the fourth largest load builder and the washer, from the housewife's viewpoint, is admittedly the most important appliance in the laundry group. And while the washer is not in itself a big load builder, it certainly carries in its wake the ironer and the water heater, two appliances that are no mean load builders. It is an opportune time right now to promote electrical laundry equipment.

On the Stand (Continued from p. 47)

A.: You mean whether it is under the present set-up?

Q.: That is exactly what I mean.

A.: Sure, I guess I can give you a rough idea. The main reason, of course, is that the demand doesn't exist and in a business like mine we are not set up to create one. People want radio sets and refrigerators and we can induce them easily enough to buy washers because there's a lot of people in town already using them. But nobody ever comes in asking us if we sell electric ranges. And it would take too much time and expense to go out and try to sell something there is so little demand for.

Q.: Supposing the demand were created by national advertising and promotion on a big scale, would you be interested then?

A. Well, I'll tell you! Sure, we'd like to handle ranges. Any piece of merchandise selling for a good price which we can induce people to buy is a good thing to handle with our organization. But there would have to be enough margin in the thing to make it worth while and that is where we would be up against a snag.

Q.: You mean that there is not enough margin?

A.: No, in the past there has not been enough margin. We can never go into electric range business actively while the power company selling in our territory can buy ranges on a more favorable margin than we can. And of course, while they are selling 90 per cent of the ranges, as Mr. Smith said, they are able to get special prices because they buy in volume.

Q.: If the power company maintained list prices could you sell in competition?

A. If there was a demand for ranges and the power company sold at list? Sure. We don't mind power company competition when they maintain prices and keep their terms reasonable.

Q.: Do you feel that low prices on ranges are necessary for you to sell them in any quantity?

A.: Hell, no! Just the opposite. Our business has been built on selling high-priced specialties which repay us in dollar margin for the cost of selling.

Q.: You prefer high prices, then?

A.: Yes. We can't afford to maintain expensive show-rooms or do heavy advertising on the volume of business we do. The power companies and some department stores can do that but we have to rely on doing an active outside selling job. And selling from door to door means that there must be sufficient margin to compensate salesmen.

Q.: Well, that seems to clear things up a little. Let us understand this question definitely. If the power companies who are represented by Mr. Smith here, were to maintain prices on ranges, would you, under a national promotional plan, be interested in going into the business?

A.: There is no doubt about it. We need ranges to balance our refrigeration sales. But let me make this one additional proviso: That is that the utilities should not only maintain list prices but push those ranges in the higher price brackets. In that way the public will not identify all range prices with the highly-advertised prices of the cheaper models being sold by the power companies.

Q.: That will be all, thank you, Mr. Robinson.

Mr. Smith, utility executive, takes the stand again.

Question: Mr. Smith, in the light of the informa-

tion given us by Mr. Jones, the manufacturer, and Mr. Robinson, the dealer, as well as by yourself, I want to ask you a few more questions only. First, are you genuinely interested in the success of the plan to sell a million ranges?

Answer: We are obviously the gainer by any such an accomplishment. One range added to our lines is equivalent to at least two new customers in revenue.

Q.: Have you any desire to continue to do 90 per cent of all the range business?

A.: We have not. We are more than satisfied with the present distribution of electric refrigerators, and would be highly content to sell ranges only in the proportion that we now sell refrigerators if other retailers will do for ranges anything like the job they have done on refrigerators.

Q.: Does your use of the word "if" express any skepticism toward the ability of other retailers to do a range job?

A.: Only in light of our previous experience. It has not always been easy for central stations to create a support for range selling among other trade elements even when we have made the most generous cooperative offers to assist them.

Q.: You do not agree then that the success of the range plan depends on the policy of the utility companies toward price?

A.: No. Let me make our situation clear: We have sold ranges at prices and with allowances which in our experience and judgment would get the greatest number on our lines. It has been a very practical matter with us. We wanted the load. We were the only retailer who could spend the money to pioneer this market, and sell these goods. We had little or no support from the dealers. Now it is proposed to bring about a different situation, which we would welcome. However, we have certain established policies and methods which we are not going to throw overboard until we see where such action is to lead. The utilities' attitude on price has with few exceptions been fair to all other retailers handling the same goods. Other retailers have not handled these same goods: ranges. We are told that they are now to handle them. Well and good. If they can be induced to do so, they and the manufacturers they represent will find that our policy on price will be a fair one. I want finally to say, however, that the manufacturers have their job to do in selling distributors and dealers, on the job they are to do. If they will do this, then I am certain they will find us ready and anxious to give these dealers our support and a fair treatment on competition.

Court: Has the gentleman who conducted the cross-examination anything to add to the testimony heard?

Counsel: Only to briefly summarize the still existing problem. Here we have the range manufacturers undertaking an expensive educational job. They are setting out to create a wide public acceptance of electric cookery—with the natural aim of greatly increasing the sale of electric ranges and the use of electric service. The utilities have generally indorsed this program. What is needed, however, is their specific support to every feature of the program including a recognition of the fact that manufacturers, wholesalers and retailers cannot be asked to do business at a loss for the continuing benefit of the power companies.



"A few years ago we considered our store business a sideline, but since actively pushing this end of the business we have more than doubled our sales on appliances. Moreover while we have only a small crew working now, appliances have enabled us to maintain our annual volume of business."

APPLIANCES

Have Helped

FIFTEEN years ago we had a large crew of men doing housewiring. Business was coming along nicely. However, with our ears to the ground we could detect a false note. The house wiring business was not to continue as it had in the past when thousands of homes that had been using gas for illumination were being wired for electricity. True, there would be new housewiring according to building conditions, but we did not care to specialize in that line.

"Where would the next great opportunity lie for the contractor?" we asked ourselves, and power wiring, we decided, was the answer. For that reason we continued to take such housewiring work as we could get in the natural run of events even as we do this day, but we did not shape our business for the volume in that line.

Power, we believed, offered greater rewards for the contractor with experience and a reasonable amount of capital and ingenuity. In power wiring we dealt directly with the owner who had a keen appreciation of service and quality work.

ON THE other hand the amount of industrial work available is based somewhat on the prosperity of industry and we were looking for a set-up that would offer the advantages of industrial work, yet with the assurance of an income during the lean industrial years.

We achieved this through increasing the sale of electrical merchandise. A few short years ago we considered our store business to be a mere sideline, but since actively pushing this end of the business we have more than doubled our sales on appliances and electrical items. Moreover, while we have only a small crew working now appliances have enabled us to maintain our annual volume of business.

This was done by knowing our product and our markets. I take home one of every electrical appliance and use it before attempting to sell it to our customers. This enables us to answer many questions from practical experience that would be baffling otherwise. Moreover, it increases confidence and lends sincerity to the selling argument. The housewife does not care for the technical side of ranges. She wants to know how long it will take to bake potatoes or cook some particular dish.

And I do not limit myself to personal experience. I want to know what the maid, the neighbors, and customers think of it. We stock several different radios



—says George W. McShane

Contractor Dealer, Boston, Mass.

in our store and have given each one of them a two weeks trial in my home to learn the advantages of each.

Often some little point of practical experience will swing a sale. For instance, not long ago a sale was clinched because we had an egg cooker as part of the equipment on a range. The buyer (even as you and I) always slept as late as possible in the morning. With cooker on the range attachment, eggs could be cooked from quickly generated steam instead of waiting for water to boil. By emphasizing this point the sale was made.

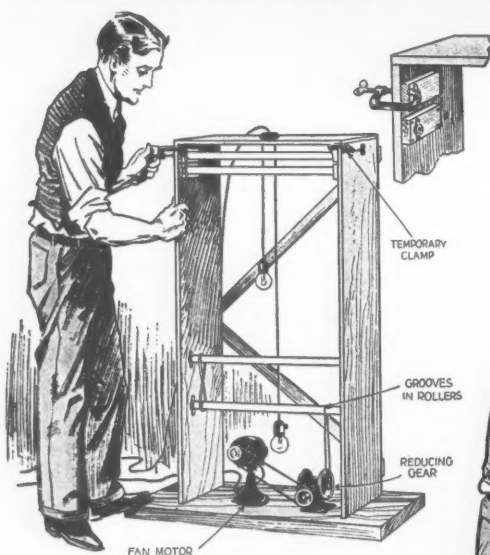
Experience in selling major appliances will also show the contractor dealer that he should not overlook a section merely because it is what is called "poor." We have sold ranges and refrigerators to people who were content to live in apartments renting for only \$25 per month and these people could well afford them. Just as some people pay rent beyond their means, there are others who prefer to live in an inexpensive neighborhood and spend the difference on something else.

The Window's



How One Display Man
LIGHT...MOVEMENT...

DAVE CONGRESS, whose action window creations have appeared in *ELECTRICAL MERCHANDISING*, at work in his studio at Queensborough Gas & Electric Company, Far Rockaway, N. Y.



An action window, showing how a giant electric percolator worked. Note the inexpensive materials used.

Painting the coffee spots on the roll which revolved downward to show the percolating action. For details of this window see *ELECTRICAL MERCHANDISING*, March, 1929.



APPLIANCE show windows so unusual and interesting that mothers push their baby carriages to them as a "destination," and folks in general make a detour if necessary to see the new window in their locality every other week. These windows have grown into a local institution. Miniature pantomime theatres, as it were; but always designed with a keen eye to selling strength as well as showmanship.

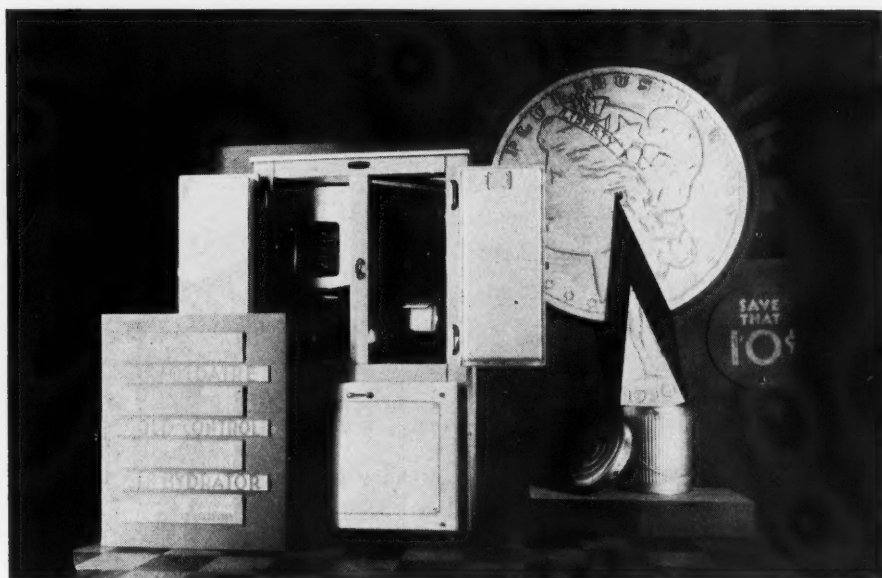
Nearly four years ago Edward J. Donnelly, Commercial Electrical Sales Agent of the Queensborough Gas and Electric Co., Far Rockaway, N. Y., saw a particularly striking appliance window which had been executed by Dave Congress, displayman, and engaged him to change the eight electrical appliance windows of the company every other week.

Scenic motions effects had been a hobby with Dave and he set to work to develop a technique in that field. He told the writer, at the time of his engagement by the Queensboro Co., that he intended to use their windows for a laboratory. By that he con-

a STAGE

By
I. L.
Cochrane

Contrives a Changing Scene of
and COLOR *that* SELLS APPLIANCES

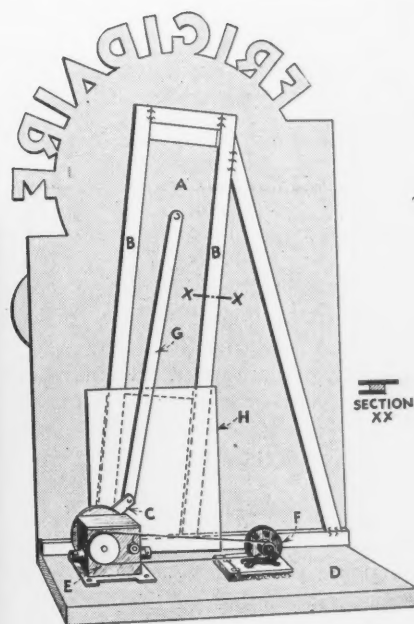


One of Dave Congress's most successful windows. The 10-cent portion of the dollar dropped rhythmically into the garbage can, dramatizing the need for refrigeration to avoid food waste.

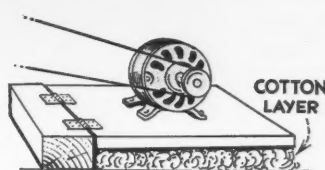
veyed the idea he felt his displaymanship was far from perfect and he intended to acquire every possible bit of additional knowledge, in art, merchandising effects, lighting and mechanics. Consequently, he has since been continuously studying and applying engineering, machine design, stagecraft and everything else pertaining to the art, including modernism as practiced in the show windows of Europe.

Two years ago the Queensborough gas appliance windows were also turned over to him, making a total of sixteen show windows. Twelve of these are fairly large and are always set up with action displays. The other four being smaller are arranged with still effects. The sixteen windows are equally divided between gas and electric. These certainly have provided Congress with a genuine laboratory.

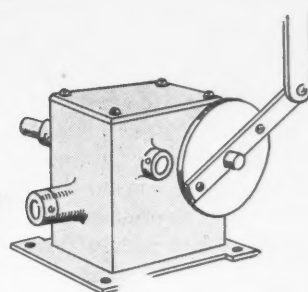
As a result the Queensborough painted and cut-out backgrounds follow in a general way the stage effects of Little Theatres. Lights play fantastic color pictures at night. Signs appear and disappear as if by magic. The whole window may change from complete darkness for one second into a cold blue and then on through various colorful hues into brilliant white—and then out. Gnomes play tricks to emphasize a selling point. Silhouettes flit around, appear and disappear; vacuum cleaners physically "Beat and sweep as they clean"; decay germs,



How the picture at the left looked from the rear.



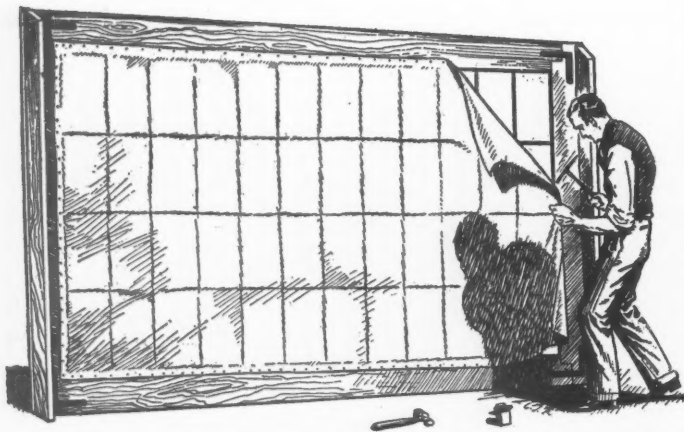
Detail from the same action window showing how the small motor was bolted to a hinged base and rested on cotton padding to absorb noise.



Another detail from the refrigeration window showing the Boston reduction gear box working the lever arm which actuated the mechanism of the display.

symbolized by miniature devilish-looking imps, seemingly tear into food when the thermometer rises above fifty degrees, and then vanish when the mercury drops below; squads of small merchandise items float around in the air without any apparent means of support; scurrying snow is seen through windows as though one were looking from a comfortable room at a raging blizzard. Christmas trees wave, each branch with a rhythmic but different motion; an angry-looking cut-out man makes dishes dance on a table with a striking fist, because "There ain't no waffles." Congress' combinations of scenic settings with motion and lighting tricks are endless—a new one every other week. Or rather, a new one every week, one gas and the other electrical.

The first thought arising from the foregoing outline of the Queenborough windows is cost. "Very expensive" is naturally the first reaction. However, Congress was



Dave Congress has built more than one action window for washing machines. This one, to create a shadow effect, required a gauze framework which showed the clothes in silhouette.

given at the start a budget none too extravagant to cover the cost of high-class window displays of the customary kind—and it has not been increased. He has developed the knack of building spectacular displays with an eye to economy and efficiency. For instance, the motor unit herewith illustrated is the foundation of all his motion and many of his lighting effects, and is used over and over again. As every engineer knows, a myriad of movements may be obtained in this manner with the additional use of wooden levers, cams and other mechanical tricks. Dimming is obtained, not by huge and expensive machines but with the aid of simple though ingeniously constructed shutters which cost little. So it may be seen that efficiency can be applied to window displays.

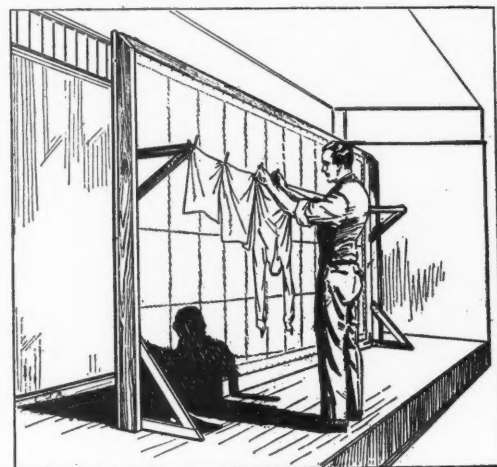
NATURALLY, a dealer's window cannot be a miniature stage, a mere show and nothing else. It must sell merchandise. Consequently, many of Congress' ideas are dramatizations of manufacturers' carefully developed advertising material intended to sell a specific article. As an illustration, in the August, 1931, number of *Electrical Merchandising* was shown a Congress display in which a tenth-part of an over-sized dollar dropped into a garbage can. This was a theatrical rendering of a refrigerator advertisement. The moving Christmas tree in the November 1931 issue, on the other hand, was a truly Congress idea. Incidentally, his present smooth-working method of handling a snow storm scene is the result of many only partly successful efforts in that direction. The snow scene was a hard storm to battle and required patient experimentation.

While effects that are used only once are invariably homemade, permanent equipment is the best the market affords because in the end it is considered the least expensive. A battery of 24-contact flashers, Boston Gear reduction boxes, both 100 to 1 and 50 to 1 ratios, spot and flood lights with color screens at night and white by day and other A1 equipment aid in building displays that secure smart effects, and continue to run smoothly and noiselessly from the time the plug is pushed into the socket until the displays' two-week showing is ended. Windows are changed bi-weekly because the management is convinced that a longer life is just a mistake; keeping displays in any longer would make them "stale" after two weeks.

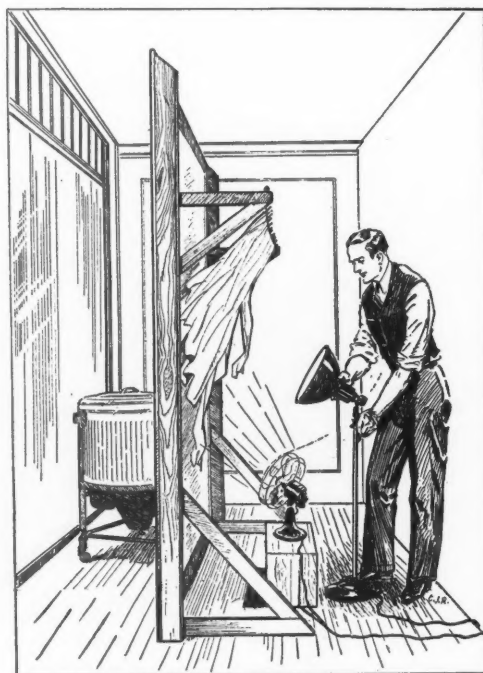
The volume of business influenced by these windows, as everyone knows, cannot be correctly estimated. However, the company outside sales force gives them much

credit, as the selling point of a particular item dramatized in the windows is so often favorably remembered by the prospective customer. It would seem that everybody in each of the five localities is thoroughly familiar with the company's interesting windows—and this is certainly a Big Help!

In closing, the window displaymen who read this article may be interested to learn that Congress converted all open-back windows into closed ones. An open-back window is a displayman's nightmare when theatrical effects are desired. However, the management which likes to have the public look through its windows and over the display, into the store is not always easily converted. Another point of interest to displaymen is the fact that these windows are black—rear, sides and top painted black and black velour back-drops. In very high windows there is a false ceiling and front drapes are a further aid in masking, in order to better use mobile lighting and make the window a virtual miniature stage. The world likes a good show and something different. The Queensborough Company has made its store windows into fascinating merchandising theatres.



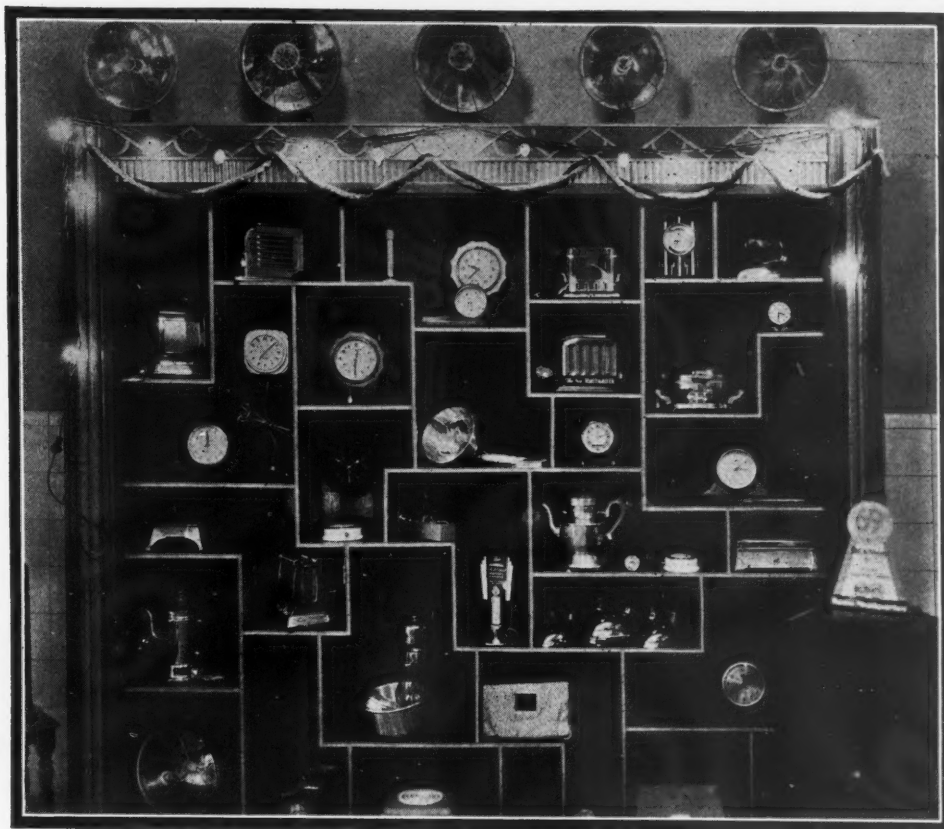
When the framework was built clothes were hung on a line back of it and—



*a fan and a spot light did the rest. This window is taken from the January, 1929, issue of *ELECTRICAL MERCHANDISING*.*

TABLE APPLIANCES

A special display case for heating appliances constructed by Virginian Electric Company, Lynchburg, Va.



Need

DISPLAY

THE thumping decline that heating appliance sales underwent in the year of 1931 may, in part, be explained by the fact that power companies as a whole gave them a less important place in their merchandising plans for the year. The selling job, therefore, was left in greater measure than in former years in the hands of department stores and dealers.

An instance of the working of this policy may be gained from an observation of the town of Lynchburg, Va. Typical, in that here, when the Appalachian Electric Company, a subsidiary of Columbia Gas & Electric, went out of the business of selling appliances except refrigeration and ranges, one or two active dealers took hold of the opportunity presented to cash in on this business.

One of these dealers—the Virginian Electric Company, 823 South Main St.,—while selling refrigerators (Westinghouse) concentrates upon radio (R.C.A.—G.M.) washers (Easy—Thor) and heating appliances. From point of view of dollar volume, the major appliances—radio, washers and refrigerators, respectively, constitute the most important part of the business. But in unit sales the heating appliance end of the business has been built up to sizable proportions. The business averages about \$50,000 a year volume.

While five salesmen operate outside the store selling in the town limits and throughout the suburban communities, considerable attention is paid to display. The sales-

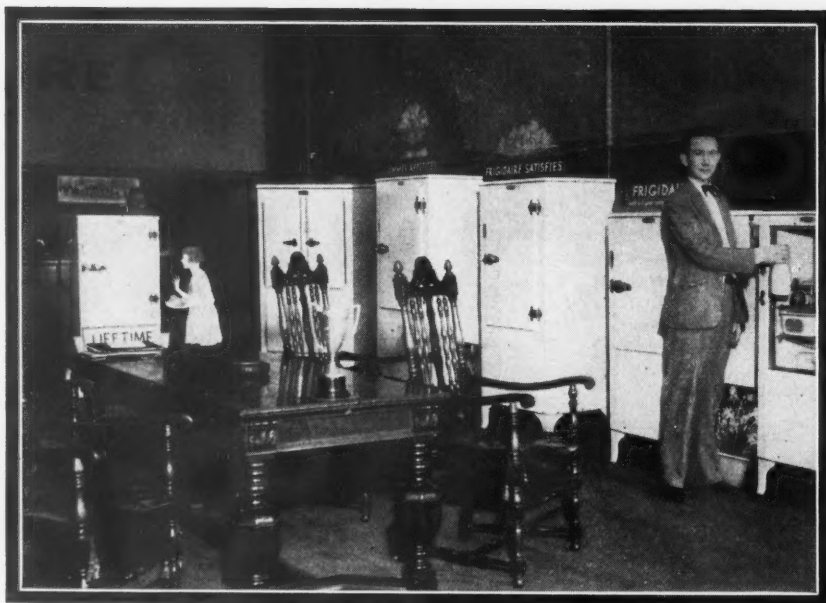
men handle all appliances: if they have a prospect for a washer or a radio set, they are just as careful to inquire into the need for an iron, a toaster, a clock or a percolator. And in many cases, this reporter was told, while a refrigerator and washer were found difficult to sell and competition on these devices was most active, there was often little difficulty in interesting the prospect, at the door, in one of the smaller appliances.

Realizing the potential importance of the heating appliance business, considering the fact that few of his competitors were making any real effort to sell outside the store, this dealer devotes one entire window to an attractive display of table appliances and has had constructed for the interior of the store an unusual and attractive open display case to set off this merchandise to the greatest advantage.

A reproduction of this case which would bear profitable imitation by other dealers, is shown on this page. Any carpenter can build it at small cost. And while protecting the appliances from dust which invariably dulls their finish on the usual type of open table, it allows them to be easily seen and picked up by the customer. The shelves are of all sizes and shapes to accommodate clocks, heating pads, hot plates, mixers, irons, waffle-irons, toasters and percolators. The shelf on top is a convenient place for bowl heaters or, according to the season, for portable fans and similar merchandise.

A comfortable showroom for the customer is essential. A refrigerator may be inspected while the customer is comfortably seated.

Selling Refrigeration in a Steel Town



MOST people see Gary, Indiana, from Pullman windows of transcontinental trains. The fitful glare of molten steel, the babel of its foreign tongued population give this town of 104,000 color and drama.

Here, five years ago, the U. S. Electric & Refrigerating Co., Inc., opened its doors.

The idea was to distribute the boon of mechanical cold. Gary had its rich and poor, its business and residential possibilities. The central station favored gas refrigeration. All in all, according to V. E. (Jack) Holt, general manager, the company has had a very fair break in a business way.

Furthermore, from the start, the firm has been wedded to the idea of keeping accurate records of its activities.

CANVASSING

"The house to house canvass in selling electric refrigerators has been neglected," declares Mr. Holt. "Yes, I know, dealers will say they do it, but I have my doubts. Last week we obtained six sales simply by calling at houses and asking for orders. In one home the wife met our man at the door, listened to his story, and then said that she couldn't possibly think of buying. 'That's all right,' our man replied, 'just bring this card into our show room. It will entitle you to a gift—a milk bottle cover. We are simply interested in having you look over our exhibit.' The net of it all was that this couple came in, became interested, and wound up by making a \$200 purchase.

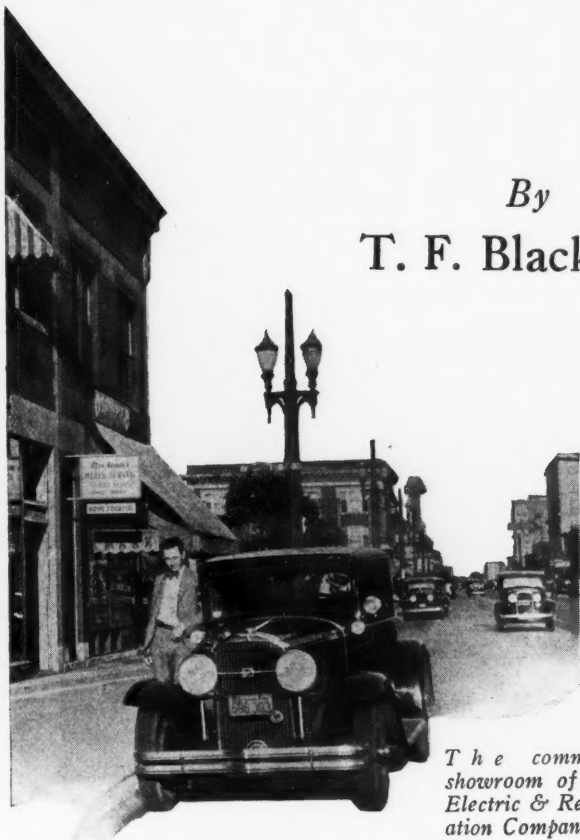
"Premiums are profitable to us as a means of getting the prospect into the show room. Our men leave cards on all calls, no matter whether people are home or not. When these people call, we try to close them, and at least make them interested. Sometimes we sell them a smaller box and let them exchange it after a month."

Mr. Holt started his work with the company as a canvasser. Today he has four salesmen and three associated dealers who simply telephone in leads and orders.

The best way to handle salesmen, he has found, is to pay them a salary and commission. Fifteen dollars a week entitles a firm to authority to direct a man on where and how he shall work. A straight commission plan was successful only with one man. The other salesmen were always out of control. A territory plan for each man did not succeed either, Mr. Holt says. Those with good districts were inclined to rest and let the orders that floated in take care of them. At present all territory is open, and while salesmen are protected on their prospects for thirty days, the firm has the privilege of routing them where there is the greatest likelihood of business.

what V. E. HOLT of
U. S. Refrigeration Co., Gary, Ind.
has found out in
5 Years of Selling
to the
Lower Income Groups

By
T. F. Blackburn



*The commodious
showroom of U. S.
Electric & Refriger-
ation Company.*

In methods the men vary. One salesman has a wife who is active in church work. She keeps her ears open and supplies her husband with many leads.

"I have found that a man of from 40 to 45 who has a family and knows the town makes the best refrigerator salesman," Mr. Holt states. "In the first place, he has been through all the situations that his prospect is faced with, and meets him on a common ground.

"Our presentation no longer concerns itself with the boon of electric refrigeration. The education days are over. Even foreigners who can scarcely speak English understand and want it. The big thing is to show where you have the most for the money. Recipes, cold control and other features are important sales arguments.

No advertising is done by the company in the local newspapers. All publicity is handled by the manufacturer (Frigidaire) and the dealer is notified of appearances. At the start about half the business developed was commercial, but at the present moment approximately 70 per cent of the sales are domestic jobs.

The service department of the U. S. Electric & Re-



You no longer have to sell the idea of electric refrigeration. It is special features we emphasize.

frigerating Company is a stronger competitive argument than any mechanical feature, in Mr. Holt's opinion. It's a profitable department, too. Three men are employed and are sent on calls at any hour of the day or night.

COLLECTIONS

While steel districts are supposed to be regions of want and woe, Holt hasn't found this to be the case.

"If a man is working and his credit is good, we sell him a refrigerator. I know of one purchaser who earns \$24 a week and has five children. He paid out. We discover the prospect's pay day—it varies with the mills, you know—and I make it a point to get out and collect right when they have the money.

"We have had fourteen banks fail in Gary, you know—there are only three left. Just the minute the foreigners became suspicious, they pulled out their savings, and there was a crash. The other day a celery wholesaler who operates down in the colored section—a Greek—bought a box. He had \$38,000 in his safety deposit vault. A lot of our customers have been caught in the bank crashes. We refinance them. Very rarely do we pull a refrigerator—only five have been taken since I joined the company in 1927.

RADIO

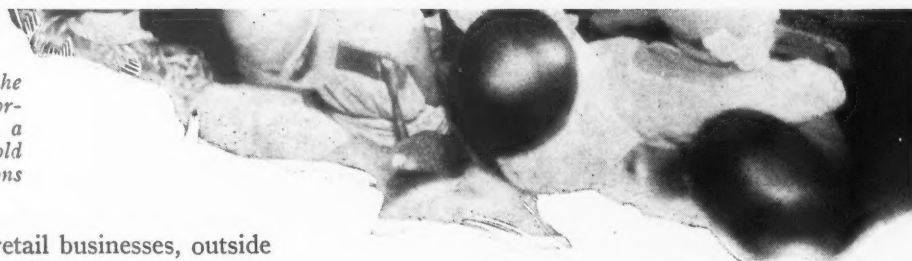
In addition to refrigerators a line of radio has been added (General Motors). The investment is only about one-fourth that carried in refrigerators. Present sales of radio are showing a profit, but it must be considered that no charges are yet being made against the radio department for service or deliveries.

Compared to 1929, the peak year, the sales of the company (on refrigerators) were off about 29% in 1930, and may possibly be 38% off for 1931. Mr. Holt declines to be discouraged. "Give me volume," he says, "or a longer margin, and you are all right with electric refrigerators."



"We hate to make

A storage room in the rear of the Kelvinator-Bohman store made a splendid place to hold cooking demonstrations



THERE are probably few retail businesses, outside perhaps of the automobile dealer, so susceptible as the efficiently run electrical dealer to the high degree of organization and sales planning. The electrical man's market is definitely restricted to the number of wired homes in his territory. Beyond that such factors as rates, income levels and the number of appliances already installed, further restrict the market to almost mathematical exactness.

Add to that the existence of a half-dozen active competitors seeking their share of the business and the electrical man, accustomed to tackling his selling problem with these factors in mind, knows first, what percentage of this business it is possible for him to get; and second, that only actively and aggressively going out after it will enable him to maintain that percentage.

The smaller the town, of course, the more easily may the dealer know exactly what the possibilities of new business in his territory amounts to. Finding them restricted, he is able to judge more accurately just what form his efforts should take.

IT was just such intelligent analysis of their market which has given the Kelvinator-Bohman Company of Hagerstown, Md., a leading position in their community. In a town of some 12,000 meters, 7,000 of which are wired homes; in a town, too, where two power companies are engaged in active merchandising and which supports in addition some six other retail outlets for electrical goods, they have built up a business which in yearly volume runs over \$200,000. And only by alert analysis of their opportunities, together with the realization of the importance of outside selling, has this been possible.

Distributors and dealers for refrigerators (Kelvinator) and selling in addition washers (ABC, Easy and Laundry Queen) they found it necessary some three

years ago to add another major appliance to round out their sales volume for the year. As the Potomac Edison Company were promoting the sale of electric ranges under a three cent cooking rate, they decided to go into the range business, becoming distributors and dealers for the Standard Electric Stove Company. Electric cooking requires education and their business in the first two or three years met with the most ordinary kind of success, despite all their efforts to promote it. About a year ago, however, the Potomac Edison Company announced the policy of absorbing the installation costs on all electric ranges sold on their lines. In conjunction with this effort they went into an advertising and promotional campaign to popularize electric cookery in Hagerstown. As a result, Kelvinator-Bohman, according to Mr. A. H. Warne, Secretary-Treasurer, sold nearly four times as many ranges last year as a year before. Since that time, the utility have discontinued the policy as it applied to dealers range sales. Some indication of the manner in which the business had been procured may be garnered from Mr. Warne's own statement that 95% of their business comes from outside selling.

"We have six or eight men selling refrigerators, radios and ranges," he said, "and if we were to depend on store sales, we would have to close the doors tomorrow. You will notice, too, that our entire activity is concerned with major appliances. Refrigerators first, ranges next and radio third. In a type of business such as this we cannot afford to waste time with any device selling under \$100. In fact, we hate to make a sale under \$100. Our only concession to low-priced merchandise has been in the case of radio (Philco) which we went into at the time of the high priced console models which repaid canvassing and advertising and left enough margin for

With Four Times The Sales Of The
Year Previous This Hagerstown, Md.
Dealer Finds Ranges An Admirable
Device To Balance Refrigeration

a sale under \$100"

.....says
Kelvinator
Bohman



Refrigerators, ranges and radio are the principal devices sold by this distributor-dealer

the salesman compensation. With the recent popularity of the midget set, we have been forced to follow the lead of other competitors, and in many instances sell a small set. But we never lose an opportunity to trade the customer up to the highest price device possible."

About 50 per cent of the Kelvinator-Bohman business is wholesale, the rest retail. They are distributors for Kelvinator refrigerators, Standard ranges and Royal cleaners.

Concerning the electric range business George Bohman, the proprietor is enthusiastic. "We have to sell electric ranges," he said, "it has been a necessary move with us to acquire a major appliance to sell along with refrigeration. From our experiences this year, we believe that in the future the sale of electric ranges will

amount to a considerable portion of our total business, as electric cooking in this section is gaining favor rapidly." A former Ford dealer in Cumberland, Md., Mr. Bohman should know a good deal about the selling of relatively high priced specialties. His brother, curiously enough, was also a Ford dealer in Hagerstown. Some years ago Mr. Bohman sold out his automobile interest and went to California. The Kelvinator-Bohman business he founded when he returned and it has been his chief interest since then.

Some indication of the direct manner employed by the Kelvinator-Bohman Company to get the ball rolling on range sales may be gained from the fact that although being dealers, they decided to hold a series of cooking schools which would be open to the public. They had

discovered that the results they got in training salesmen by the school method was so good that they believed the same principle could be applied to educating public use by visual demonstration of the use of electricity for cooking purposes.

Utilizing the back room of the establishment, which had been the store room, they erected a platform at one end and arranged for a seating capacity of 160. Circularizing the women's societies by an offer of \$10 in cash to each one that would bring forty or more women to a demonstration, they found that they could fill the small hall without difficulty. They offered in addition \$5 for each range sold to any member of the society attending the school, and in addition a grand prize of \$50 to the society credited with the most sales to its members during the ninety day period immediately following the demonstration, providing the number sold amounted to ten or more.

More than 1,100 women visited the cooking school held under the direction of Mrs. Juliet Brown, Home Economist of the Standard Electric Stove Company. During the three days that the school was in session, eight ranges were sold at an average price of \$152.

While the demonstration was in progress women were asked to sign a card recording their interest in any particular electrical device. Of these 138 said they were interested in a refrigerator; 92 in a range; 64 in a washer; and 41 in a cleaner.

Despite the fact that competitors in electric range business in Hagerstown offered terms as low as \$10 down and \$5 a month, the Kelvinator-Bohman Company, according to Mr. Warne, limited time payment sales on ranges to twelve months with a down payment of not less than \$35 and a charge of 7½ per cent on the unpaid balance. Little difficulty has been experienced, he said, in limiting the payments to a year.

Filling the Valley with

WATER HEATERS

LOOKING upon the electric water heater as an ideal appliance to fill the off-peak valley in the load curve, the Puget Sound Power and Light Company has recently announced an off-peak rate for this service which it is expected will build up the number of water heater owners on their lines until it comes very near the desired figure of one for every range user.

A typical installation as planned proposes the use of one or two heater units varying from a total of 1,000-watts for an 18-gal. tank to 6,000 watts for 100 gal., or about 60 watts for every gallon. The theory of the new rate is that by the installation of adequate storage, it will be possible to carry over sufficient water so that the heater may be mechanically disconnected during peak hours. An 8-mill rate is offered for a guaranteed 18-hr. service, with a \$1 minimum charge. In practice, it is anticipated that the heater will be disconnected for from three to four hours during the evening peak and probably for one out of the usual two hours of the morning peak. At the present time this secondary morning peak runs about 20,000 kw. under the evening load. By staggering the hours on which the heaters are disconnected, it is anticipated that a 40,000-kw. load can be added without requiring any increased capacity on the system. Should it prove desirable at any time to extend or to shift these hours, this can be done within the guaranteed limits at the company's convenience, without any further announcement to the customer.

The discontinuance of service during peak hours is, in fact, in no way emphasized, the water heater being sold on the basis of 24 hours a day of available hot water. It is proposed in the analysis of each installation to provide adequate storage in an insulated tank to take care of all needs. The standard installation calls for two heating units on larger tanks, one being installed toward the top of the tank to aid in speeding up the delivery of hot water after the tank has been drained of its stored heat. It is specified in the rate that this upper unit shall not be more than twice the capacity of the lower and that the company shall have the right of optional acceptance in all installations of more than 5-kw. load.

A time switch governs the operation of the heater which is required to be on a separately metered circuit. It is anticipated that there will be some discrepancies in the operation of the clocks, due to interruptions, but this will do no harm, only serving to diversify the load.

The advantages of this type of installation over that of the load-limiting device or double-throw switch connected with the range are that it leaves the customer the complete use of both range and water heater at all times, without the excessive charge which would be necessary to cover periods of excessive demand under a flat rate. It also gives the power company the advantage of the diversification of its range load, which was in a measure impaired by the injection of the heater into the same curve. Chiefly, however, it serves to fill the valley of the load curve, providing a task for the spare kilowatts of installed capacity during the hours when they would otherwise remain idle, while in no way adding to the system peak. It is figured that the only cost for providing this service will be that of the governing switch in the initial installation, plus the fuel which may be required to furnish the additional kilowatt-hours during the time when certain units of the steam plant would otherwise be idle. A certain additional installed capacity in steam may be required to take care of this load in seasons of a water shortage, but this is a standby precaution which it is felt should not be charged against the water heating.

It is estimated that the charge to the customer for this service at the 8-mill rate will result in a bill of about \$4 per month, or a probable income to the power company in the neighborhood of \$40 a year. Figuring on a basis of 25,000 additional water heaters, this would mean an annual increase in company revenues of \$1,000,000.

No special sales force is to be added for the sale of heaters at the present time, according to R. W. Clark, general merchandise manager, but interest will be developed among the regular sales force looking toward a water heating campaign in the spring. Dealers in all sections of the company's territory are being encouraged to take advantage of the new rate by selling electric water heaters.

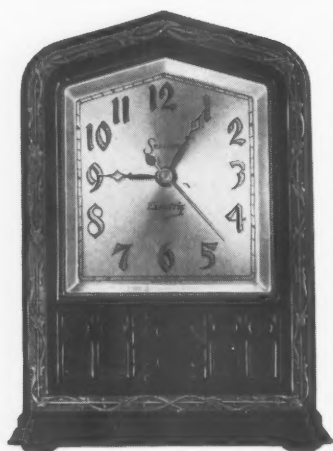


A DOOR THAT OPENS ITSELF

The arrival of the photo-electric cell or "electric eye" is sufficiently demonstrated when they were installed as regular equipment by the new Childs' restaurant in the R. C. A. building in New York. An invisible beam of light shining across the passage to the door is interrupted momentarily when a waitress passes through it. The break in the beam actuates the sensitive photo-electric cell, which in turn operates the mechanism of the door, opening it silently.



**8½-INCH WALL CLOCK DOWN TO
\$5. RETAIL » »**



MODEL A ALARM » Retail \$5.95

New, yet already a standard of value in all-electric alarm clocks. Polished mahogany Bakelite moulded case, with rich embossed design and satin silvered dial. It is 7 inches high.

A wall clock, built for long service. The *EL KIT* was one of our best sellers at \$6.25 retail. Now \$5. retail. Standard Sessions silvered metal dial with easy-to-read raised numerals in black and gold. Dial setting and starting. No need to remove the clock from the wall. Seasoned frame, finished in white, ivory, green or blue. Full Sessions quality throughout.

FAMOUS SESSIONS WESTMINSTER CHIMES

No. 20-A

New Retail » \$25.

Genuine delicately grained Honduras Mahogany cabinet with inlay design panels which are now so popular. The Wonder Clock of Sessions, with quarter-hour, *self-correcting*, foolproof Westminster Chimes. A full size tambour, 21¼ inches wide. Other chime models in walnut and mahogany. The only synchronous Westminster Chime Clocks without clutches, retaining springs or electric chime contacts.



Sessions

RELEASES

**NEW · LOW
PRICE NEWS
FOR 1932**

*perfected, fool-proof
mechanisms... popular
models... vertical
price reductions...!*

● The Sessions Clock Company, clock craftsmen for more than a century, present these special-value 1932 models, at *modern* prices based on new low production costs and progressive methods.

To the buyer who knows his clock values, the photos and descriptions on these pages tell the story. These and dozens of other "public-preference-tested" designs will carry many a clock department up to new turnover levels this Spring.

Chimes, strikes and non-striking models. Every model a *real* clock, built for years of accurate service.

Get in touch with your jobber or The Sessions Clock Company of Forestville, Connecticut. Sessions branches: 233 Broadway, New York; 5 North Wabash Avenue, Chicago and 150 Post Street, San Francisco.



THE SPECIAL X — A THOROUGHbred CLOCK

Retail » \$7.25

Here's a full 18-inch tambour with *genuine Honduras mahogany* cabinet incorporating many design features of public preference. Also furnished in rich walnut finish. Satin silvered dial with raised numerals. Clocks of this quality at twice the price of this one are good sellers. At the new low price, this model, up to Sessions specifications in every detail, is one of the most promising electric clocks available anywhere. An ideal leader for your clock department.

TWO-TONE CHIME STRIKE

Retail » \$16.50

A brand new model in the famous Sessions Striking Clock line. Two-tone harmony strike on the hour and half hour. Inlay cabinet in *genuine mahogany* or walnut finish, with handsome 6-inch raised numeral dial. Sessions quality throughout. A clock that will operate accurately and look well for years. A full size 21-inch tambour. El Bonito.



Proving it to

PROSPECTS

*Ohio Power Company
farm tour demonstrates
rural electrification to 6000*

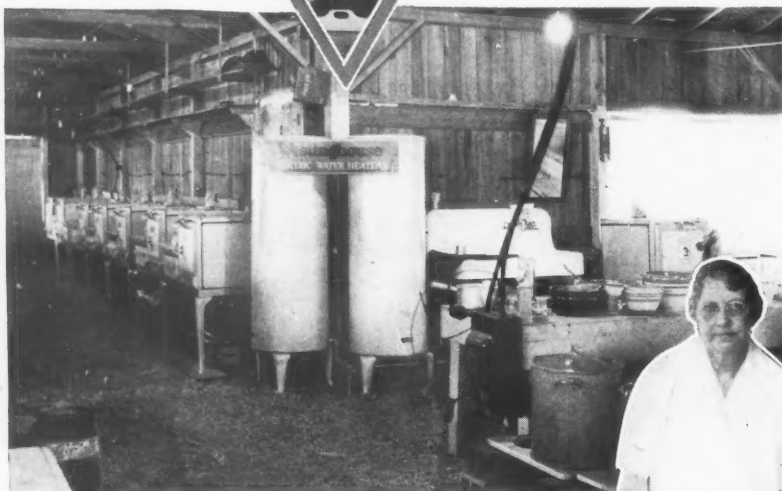


*A stack of over
300 pounds of
baked ham served
to the guests of
the Ohio Power
Company*

*A portion of the happy at-
tendants at the Ohio Power
Company farm tour*



*The three men most responsible for the success
of this activity: Left, J. J. Dolan, division
manager; H. R. Doughty, district superintend-
ent; H. F. Strong,
mgr. Lighting Sales
Service Division*



*A view of the 15 ranges installed at Winklepleck
Grove, Sugar Creek, Ohio to prepare the food for
over 6,000 people making the farm tour*



*Mrs. Denman who supervised the preparation of ample
food to serve the 6,000 guests at the Ohio Power Com-
pany tour*



*The food pavilion in which were installed 15 Westing-
house Ranges on which the food for 6,000 people was
prepared*

New Merchandise

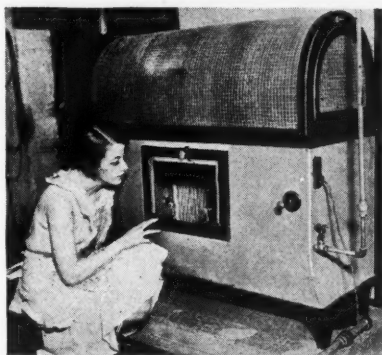
A Few of the Many Interesting Appliances that Have Recently Appeared on the Market



Barton Washer

The Barton Corporation, West Bend, Wis., is introducing a new washer known as Model L. This machine incorporates a new design of tub, the wall of the tub containing fifteen convolutions which, it is pointed out, increase agitation around the edge of the tub by changing the direction of the water and forcing it back through the clothes.

The tub is 21½ in. x 14 in. and is porcelain enameled two-tone green inside and out. The wringer is the new Lovell Pressure Cleanser, with 2½ in. balloon rolls, wide, safe hand rest and is chromium plated. The intended retail price of the washer is \$79.50.—*Electrical Merchandising*, February, 1932.



Holland Air-Conditioning Unit

For attachment primarily to warm-air heaters is a new air-conditioning unit, developed by the Holland Furnace Company, Holland, Mich.

The unit is equipped with a ½-hp. motor for operating a high speed, twin fan that keeps the home air constantly circulating through the air-conditioning unit. The fans draw the air through a copper mesh filter and then force it through a series of water sprays. This filtering and washing process, it is explained, removes approximately 99 per cent of the dust and dirt from the home air.—*Electrical Merchandising*, February, 1932.

Conover Dishwasher

Announcement is made by The Conover Company, 140 South Dearborn Street, Chicago, of a new lower-priced portable electric dishwasher, made to retail at \$99.50.

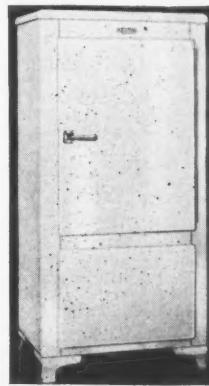
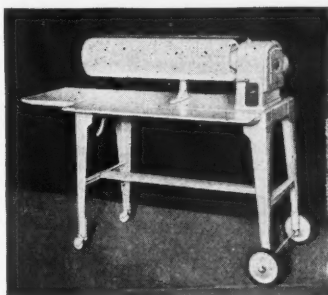
This new model, designated the B-3, has the same operating unit as the Model AA-3, but is finished differently. Model B-3 handles 55 pieces of china and glassware at one time. Though entirely portable, it has a slip-on connection to the sink faucet and a double rubber hose for filling from the faucet and emptying into the sink. This model has baked enamel dishracks, light green porcelain enameled dishtank with gray lacquered legs and trim, and a satin-finished, or "brushed" aluminum cover. As with present portable models, this model will be marketed exclusively by electric light companies, department stores and electrical dealers.—*Electrical Merchandising*, February, 1932.



ABC Ironer

Altorf Bros. Company, Peoria, Ill., is announcing a new 1933 ABC ironer. This new ironer is described by the company as the lowest price ironer ever built to ABC standards, \$89.50.

Mounted on an attractive steel table, the ironer weighs only 65 lb. It is compact in structure and readily portable. It is fully automatic, has full open end, exclusive ABC ironing shoe, mechanism entirely sealed in and lubricated by action of an oil pump of special design and is equipped with two extra leaves which give extra table surface.—*Electrical Merchandising*, February, 1932.



Fada Refrigerator

The announcement of the new "Fada" electric refrigerator follows closely the entry of this pioneer radio manufacturer into the electrical appliance field several weeks ago, with the introduction of a new cordless iron.

A complete line of refrigerators is now being offered by F. A. D. Andrea, Inc., Long Island City, N. Y. Among the new features embodied in the refrigerators are the abolition of the drive belt to eliminate noise, fewer moving parts and no expansion float valve on the evaporator. Other features are the new style cabinets with concealed door catch, full length piano hinges, porcelain shielded cooling unit, electric light and the usual accessories.

One of the special features is the "Fada" pressure control which eliminates all moving parts on the cooling unit such as float or expansion valves.—*Electrical Merchandising*, February, 1932.

Price Reduction on Ohio Cleaner

Announcement is made by the United Electric Company, Canton, Ohio, of a price reduction in the "Ohio" portable cleaner. The new price is \$39.50.

Features of this cleaner are the self starter, the friction-driven brush and the elimination of electrical connections in the handle. Other cleaning devices now being featured by the Company, along with the portable cleaner, are the "Tuec Mobile Renovator," a truck type, heavy duty cleaner designed for use in schools, theaters, etc., the "Tuec Cleaning Tool" for swimming pools and an installed type of cleaner.—*Electrical Merchandising*, February, 1932.

Lovell Gold Stripe Roll

On its golden anniversary, the Lovell Manufacturing Company, Erie, Pa., is introducing a new Gold Stripe roll—the gold stripe, half a century of service, explaining itself.

The roll is the result of extensive tests and is offered at a price low enough to meet today's merchandising. It incorporates the Lovell features of ample cushion for uniform and thorough pressure cleansing, more positive upper roll traction and durability.—*Electrical Merchandising*, February, 1932.

New Electrical Merchandise



G-E Mazda Lamp Cartons

New lamp cartons combining greater display value with better lamp holding qualities have been introduced by the General Electric Company for its Edison Mazda and General Electric Mazda lamps.

Both new cartons have a common identifying feature in the flash border. The new General Electric Mazda lamp carton has a blue background with white illustrations and lettering and a yellow flash border. The new Edison Mazda carton employs a yellow background with blue illustrations and lettering and blue flash border.—*Electrical Merchandising*, February, 1932.



ChilAire Portable Air Cooler

As attractive in appearance as a radio or phonograph cabinet is a new portable air cooler, the "ChilAire," brought out by the Western Tool & Equipment Company, Kansas City, Mo.

The cooler cabinet is made of rust-resisting steel and cork insulated, and is finished in walnut, mahogany, white or bronze. It is 51 in. high, 26 in. wide, 30 in. deep and has a capacity of 300 lb. of ice which, under ordinary conditions, it is declared, is sufficient for 8 to 15 hours cooling, depending upon temperature desired and area cooled. The entire moving parts are the ½ hp. motor, centrifugal pump and fan, unit type in construction. The cooler is made to cool an average room area 20 ft. x 15 x 10 ft., from 10 to 20 degrees by gently blowing into it about 600 cu. ft. of chilled air per minute.—*Electrical Merchandising*, February, 1932.



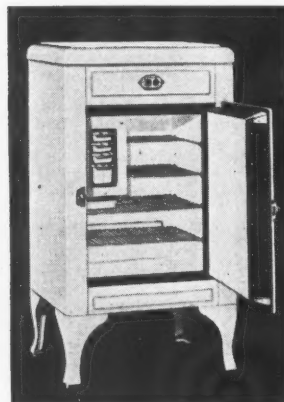
Sparton Refrigerator

Three sizes are offered in the new line of electric refrigerators brought out by the Sparks-Withington Company, Jackson, Mich., manufacturer of "Sparton" radios. These three sizes provide 7, 5½ and 4½ net cubic feet of food storage space respectively.

The new refrigerators have flat tops low enough to be easily reached, semi-concealed hinges and a new type of sure-closing door latch. Bar-type shelves are used throughout to provide for the removal of dishes without spilling. Main food shelves in the two larger models have special patented supports that permit their being pulled out 10½ in. without any danger of tipping or dropping. Ample beverage space is provided in all models.

Doors are all rubber-sealed and bear two decorative medallions. The eight-graduation cold-control dial and separate stop and start button are mounted in top panel.

The mechanical unit is compact and easily installed. Fan belt is eliminated.—*Electrical Merchandising*, February, 1932.



Hewitt Heating Pads

Two new heating pads are being offered by the Hewitt Electric & Manufacturing Company, Arlington, Mass. Type No. 44 is 11½ x 13½ in. in size and has three-heat control. In peach color only. Intended list price, \$5.85.

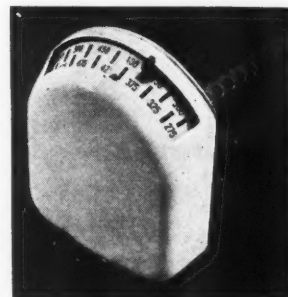
Type No. 40 is 8½ x 11½ in., has two heats and comes in tan only. Intended list price, \$2.50.

Each of the new models, the manufacturer points out, is made with soft woven heating element which heretofore has been an exclusive feature of the higher-priced Hewitt pads, no economies having been made which lessen in any way the durability or safety of the new pads.—*Electrical Merchandising*, February, 1932.

Wupee Electric Worm Charmer

Enough angle worms can be caught in 15 min. to enable one to fish all day, says the Swartzbaugh Manufacturing Company, Toledo, Ohio, of its new "Wupee" Electric Worm Charmer. The worms, it is said, are not harmed a bit by the "Charmer" and in fact, are peppier and in better condition than ordinarily.

"Wupee" is declared to bring all kinds of worms to the surface. It is made in two sizes: "Wupee, Sr.," equipped with two special steel electrodes, insulated, with handles, 25-ft. extension cord, 4 ft. of spread cord, 2 electrician's clip connectors, light socket and extension and a separable plug-in connection, and "Wupee, Jr." of the same size, but equipped with a lighter extension cord and without the light socket and connection.—*Electrical Merchandising*, February, 1932.



Hart Direct Break Thermostat

Especially designed to fill the requirements of modern electric range design is a new direct break thermostat, brought out by the Hart Manufacturing Company, Hartford, Conn.

This thermostat directly breaks the oven circuit, eliminating the use of relays or other auxiliary controls.

Mounting and wiring have been simplified so as to save the time of the range manufacturer. The cover is finished in vitrified porcelain enamel. A tested mercury tube is used to break the current.—*Electrical Merchandising*, February, 1932.

Westinghouse Dual-Purpose Luminaire

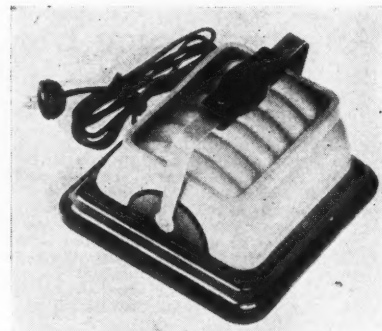
Dual-purpose lighting—a combination of general interior illumination and ultra-violet irradiation—is provided in the new "Violite" adapter, manufactured by the Westinghouse Electric & Manufacturing Company.

The adapter consists of a socket for a 200-watt ballast lamp and an aluminum reflector and socket for a type G-1 ultra-violet glow lamp. The G-1 lamp is in series with the incandescent or ballast lamp, which acts as a ballast resistance. No transformers or other equipment are necessary.—*Electrical Merchandising*, February, 1932

Wiener Cooker

In the new "Lightning" wiener cooker, a current of electricity is shot through the wieners for about 70 seconds, cooking the wieners, it is explained, properly and scientifically.

The cooker contains no heating elements and does not get hot; the electricity passing through the wieners does the cooking. The cooker contains two parts—the base that carries the switch and the pottery cooking compartment that is as easily washed as a dish. The cooker may be had in light green, pink or tan, with black Permo base. Intended retail price, \$9.85; slightly higher west of Rockies. Manufacturer: The "Lightning" Cooker Company, 2157-9 East 30th Street, Cleveland, Ohio.—*Electrical Merchandising*, February, 1932.



New Electrical Merchandise

Frigidaire and Crosley Refrigerators, Maytag Washer

As this issue goes to press announcement is received of the new Moraine Line of refrigerators brought out by the Frigidaire Corporation, Dayton, Ohio, the two new refrigerators of the Crosley Radio Corporation, Cincinnati, Ohio, and the new Model 25 washer of the Maytag Corporation, Newton, Iowa.

The new Moraine Line of Frigidaire includes three models, all of which carry the Frigidaire nameplate. They are priced from \$160 f.o.b. Dayton and supplement the standard all-porcelain line. Capacities of the new refrigerators are 3.7 cu.ft., 4.8 and 6.4 cu.ft., respectively.

In the Crosley line, the 4½-cu.ft. refrigerator retails for the amazingly low price of \$99.50 and the 5½-cu.ft. model for \$139.50.

Following the marketing last November of a low-priced washer, the Maytag Company is now announcing a new Model 25 washer, to give Maytag a complete line covering the entire price range in washers.

Full descriptions and illustrations of these new products will appear in this section in the March issue.—*Electrical Merchandising*, February, 1932.

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Mirro Chromium Percolator

The Aluminum Goods Manufacturing Company, Manitowish, Wis., is offering a new electric percolator of the pot type, of Grecian design and finished in chromium. It is of 9-cup capacity and has double wall valveless pump which covers the emersion type element. The liquid is at the boiling point only while it is passing through the pump, \$5.95.—*Electrical Merchandising*, February, 1932.

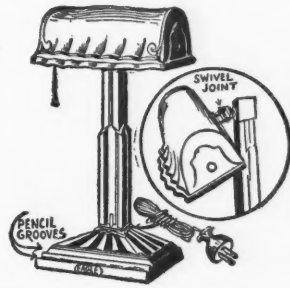


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Visconti Heater

One of the features of the "Visconti" electric heater of the Visconti Electric Radiator Company, Inc., 31-02 Northern Boulevard, Long Island City, N. Y., is its exclusive, patented "Marr-Fintube" unit which heats the moving air at a rate of 150 feet per minute. The element is of Nichrome, embedded in cement and hermetically sealed within a metal tube.

The heater is of the convection type. It is enclosed in an attractive cabinet and available in the following ratings and list prices: 660 watts, with direct radiation of 9.5 sq.ft. rad., \$19.95; 1,000 watts, 14.2 sq.ft. rad., \$22.95; 1,500 watts, 21.4 sq.ft. rad., \$29.95; 2,000 watts, 28 sq.ft. rad., \$38.50; 2,500 watts, 35.5 sq.ft. rad., \$47.50; 3,000 watts, 46.5 sq.ft. rad., \$56.50; and 5,000 watts, 71.1 sq.ft. rad., \$68.50.—*Electrical Merchandising*, February, 1932.



Eagle Desk Lamp

The Eagle Electric Manufacturing Company, 59-79 Hall Street, Brooklyn, N. Y., is bringing out a new desk lamp, cataloged as No. 397, in a choice of four lacquer finishes. The lamp has neatly designed column and base grooved for pen and pencil. The shade is of the long, desk-lamp type and is adjustable to any angle by means of a ball swivel. Its suggested retail price is \$4.50. Also made in Duplex type with two shades.—*Electrical Merchandising*, February, 1932.

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Holophane Ultra-Violet Luminaire

The Holophane Company, Inc., 342 Madison Avenue, New York City, is introducing its SUV-2130 unit, a luminaire for producing illumination and ultra-violet irradiation from a single S-2 lamp.

The unit comprises the regular 2130 reflector-refractor without bottom cup, a special inner aluminum oxide finish reflector, chain suspension fixture finished in statuary bronze with a 110-115 volt, 60 cycle transformer housed in the canopy. The fixture is assembled and wired. Intended list price of unit, complete with lamp, \$40.—*Electrical Merchandising*, February, 1932.

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Empire Steamer

Some of the uses of the new portable electric steamer brought out by the Metal Ware Corporation, Two Rivers, Wis., are the steaming of upholstered furniture, automobile upholstery and other fabrics with a nap, felt hats, clothing and steaming of hair to restore wave.

The steamer is somewhat similar in form to an elongated coffee pot, with spout for emission of steam. It is light and easily handled, being equipped with a substantial black wooden handle. A coil in the base, rated at 600 watts, 110-120 volts, provides the heat. A water gauge on the side gives accurate check on the water contents, to prevent danger of "going dry." Safety valve prevents excess steam pressure. Finish of the steamer is nickel.—*Electrical Merchandising*, February, 1932.



Chief Water Heater

Announcement has been made by the Electro Water Heater Company, 7344 Kercheval Avenue, Detroit, Mich., of a new electric water heater of 20 gal. capacity, to retail, installed, for \$85.

Specifications of the heater are: 20 gal. steel welded galvanized tank, 150-lb. pressure; percolator built into tank, to circulate water almost instantly, providing uniform temperature of the water in the tank and eliminating liming sediment, outer shell of tank, 20-gauge steel, finished in Duco in any color desired; 3-in. mineral wool insulation, on sides and bottom and 8 in. on top; Chromalox heating element, 660 or 1250 watts, 110 volts or 1500 or 2500 watts, 220 volts. Elements are interchangeable, ¾ in. diam. Westinghouse thermostat, providing any desired temperature from 165 deg. to 205. Standard model is set at 165 deg. Mueller safety valve is standard equipment as is Belden rubber-covered, flexible cord.—*Electrical Merchandising*, February, 1932.



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Lamp and Heater

New products announced by the Prometheus Electric Corporation, 352-360 West 13th Street, New York City, include the No. 301 heater and an infra-red lamp.

The heater is designed to combine the advantages of both convection and radiant heating. The dimensions of the heater are 17 in. x 14 in. x 4½ in. It is rated at 1,000 watts and is listed at \$9.95.

The therapeutic lamp is of table type and is finished in brown crackle enamel. Portable and adjustable to any angle. It provides both ultra-violet and infra-red treatment. Intended list price, \$14.95.—*Electrical Merchandising*, February, 1932.



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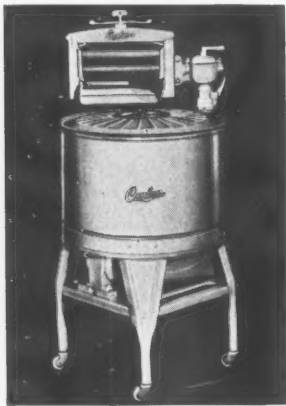
Visameter Tube Tester

Simplicity of operation, which enables the customer to test his own tubes while the dealer stands by, is one of the features of the new "Visameter" tube tester brought out by the National Union Radio Corporation, 400 Madison Avenue, New York City.

The readings are simple and understandable. By means of a vivid color chart background, the dials immediately designate radio tube condition as "Replace," "Fair," or "Good." A special double dial arrangement reads both sides of tube types, 80 or 81 at the same time.

Another unusual feature is the "Noise Test," which is performed through a loudspeaker built into the cabinet.—*Electrical Merchandising*, February, 1932.

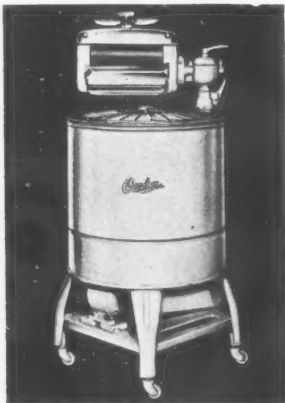
New Electrical Merchandise



Two New Conlon Washers

The Conlon Corporation, 19th Street and 52nd Avenue, Chicago, is announcing two new washers, Models 142 and 131, both of which have double "Hold Heet" tub construction. The steel outer tub protects the porcelain inner tub against chipping or marring. The air chamber between the two tubs keeps water temperature at a higher level. Washing action is provided by a patented four-vane agitator of modern design. The mechanism runs in oil in leakproof sealed cases. Finish is green enamel.

Model 142 has 2½-in. balloon roll pressure cleanser. Model 131 has long skirt outer tub and is equipped with massive De Luxe Lovell pressure cleanser with 4-in. side members. Intended retail price 142, \$69.50; slightly higher west of the Rockies. Model 131, \$79.50.—*Electrical Merchandising*, February, 1932.



G-E Washing Machine Clutch Motor

A low starting current washing machine clutch motor for use on 110-volt, 60-cycle circuits has been announced by the General Electric Company.

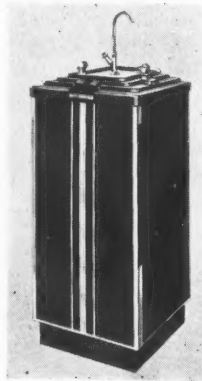
The new fractional horsepower motor, offered as a supplement to the standard KSA line of washing machine motors, is similar to the others in construction except that it is wound for low starting current operation when used with a clutch unit assembled on the motor shaft. The starting current of the new clutch motor is approximately half of that required on motors previously used for this type of work, it is declared. The clutch motor is available for V belt drive with a pulley incorporated in the clutch unit or for direct drive with a flexible coupling.—*Electrical Merchandising*, February, 1932.

Westinghouse Water Coolers

Much interest has been aroused in the new Dual-Automatic Westinghouse electric water cooler. Dual-automatic water cooling is made possible, the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio, explains, by the Built-in Watchman, described as a more-than-human control, which is exclusive with the Westinghouse cooler, and a second automatic device, the adjustable automatic Temperature Selector.

Insulation in the coolers is sealed with hydrolene to prevent any possible chance of moisture seeping in. All four models have the Westinghouse hermetically-sealed refrigerating unit and are finished in black Micarta and chrome.

Models offered include both pressure and bottle types.—*Electrical Merchandising*, February, 1932.



Hammond Sales Helps

The Hammond Clock Company, 2915 North Western Avenue, Chicago, is offering its dealers two new sales helps.

One of these new "helps" is a circular tag for Bichronous models, to help sell the customer on the carry-over feature of this new clock. The tag is attached to each clock, showing the name and price on one side and an explanation of the Bichronous clock on the reverse side. The tag is 2 in. in diameter and is printed in gold and black on green stock.

The other sales help is a series of attractive price cards, 3½ x 5 in. in metallic gold paper, mounted on easel back board.—*Electrical Merchandising*, February, 1932.

New Dormeyer Mixer

A brand new electric food mixer combination has been made available by the A. F. Dormeyer Manufacturing Company, 2640 Greenview Avenue, Chicago, Ill.

The new mixer includes a food mixer complete with stand, a fruit juice extractor attachment, an extra measuring pitcher and a mixing bowl. The retail price of the entire combination is \$18.75.

A ball bearing and adjustable turntable permits the use of any size mixing bowl, no special bowls being required. Adjustable fingers, with ratchet control, hold the bowl in place and prevent tipping.

The mixer is chromium plated, except the malleable iron base which is black enameled.—*Electrical Merchandising*, February, 1932.



Casco Cigar Lighters

Both desk or table and pendant models of electric cigar lighter are being offered by the Casco Products Corporation, Bridgeport, Conn.

The lighters are made of "Onyxoid" which has the appearance of marble and which is available in seven color combinations, with nickel trim. Model 280 is the desk or table lighter and 310 the pendant model. The "Pendant-Lite" is equipped with socket and cord and is intended for installation in a portable lamp socket.—*Electrical Merchandising*, February, 1932.

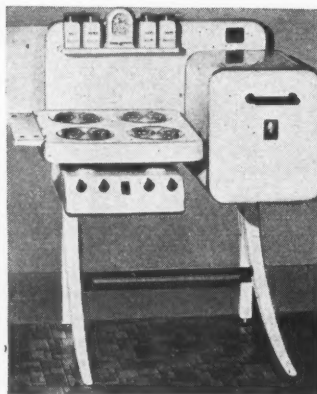
New Electrochef Ranges

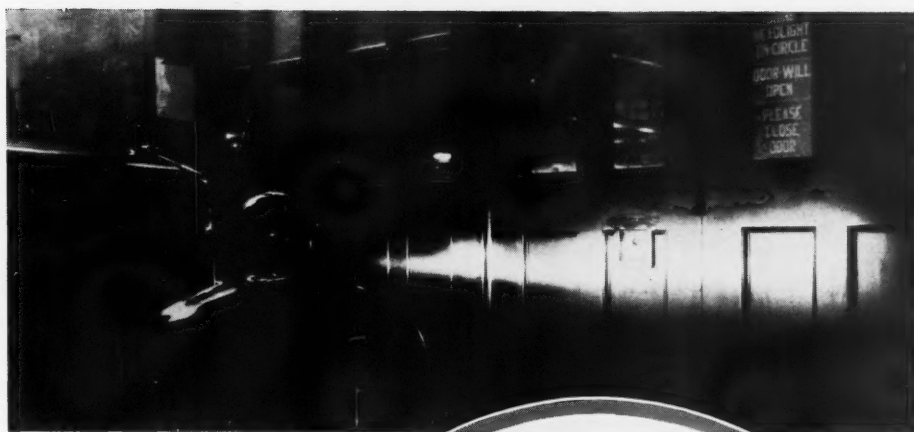
A complete line of 1932 models of "Electrochef" is being announced by Electromaster, Inc., Detroit, Mich. No material change in the design and mechanics of last year's ranges has been made but several refinements have been added.

Each model includes as regular standard equipment four condiment shakers and a porcelain enamel back-plate shelf. The standard model B-2 has a side shelf on the cooking table which adds 72 sq.in. to its area. All models are equipped with a three-way receptacle for plugging in either a hand-wound or synchronous electric clock for oven control. A smokeless broiler is included with oven accessories on all models, including the BA-2, apartment size.

Height of the cooking table on Models B-2, BM-26 and BM24 has been raised to 33 in. from the floor. Adding to the attractiveness of the new "Electrochef" is a satin-silver-finished medallion on a black background, mounted on the oven door.

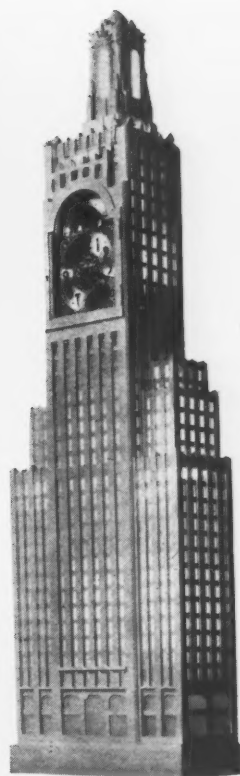
Finishes are white or green porcelain enamel.—*Electrical Merchandising*, February, 1932.





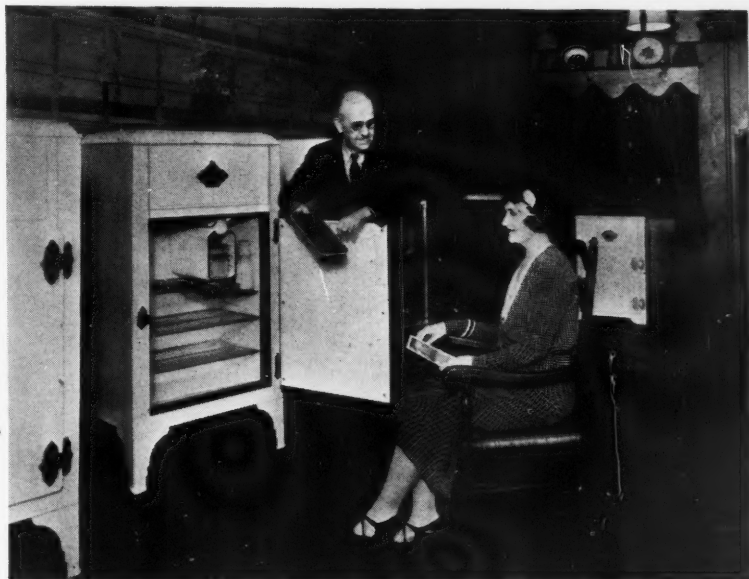
The "electric eye" has a new task at the Albany, N. Y., service building of the New York Power & Light Corporation. The beam of headlight penetrates the little glass window and strikes the light-sensitive surface of the photoelectric tube, actuating a relay which operates the regular electric door opening mechanism.

When the Voss Mfg. Company wanted to demonstrate the strength of their new corrugated steel washer tub, they let Minnie, a circus elephant try it out for a seat.



A 7-foot model of the new Kansas City Gas & Electric Company building. This electric clock was presented to President Joseph E. Porter by employees on the company's 50th anniversary.

Round the ELECTRICAL MAP



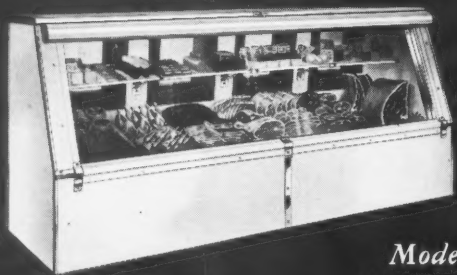
Add new uses for electric refrigeration. In grinding lenses, opticians cement the lens to an iron block, release it by cooling. Ice water provided quick cooling so this Poughkeepsie optician got Copeland to install a condensing unit in a special cabinet.

J. M. Wanner, 70-year-old electric refrigerator salesman of the Edgar Morris Sales Company, Washington, D. C., doesn't think business is so retarded. Wanner won the national refrigerator retail sales contest of the Westinghouse Electric & Mfg. Company.

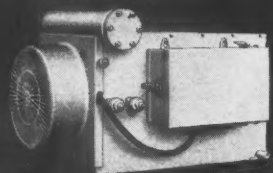


NOW..General

CONDI COMMER



Model D100



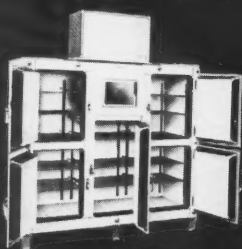
*DE 55 Evaporator
for remote installation*



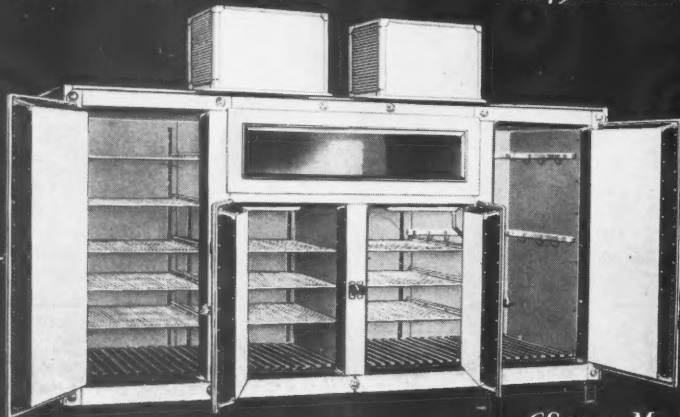
*D54
Compressor for
remote installation*



D55 Unit Complete



CS450 Model



CS1202 Model

... THE GREATEST DEVELOPMENT IN ELECTRIC REFRIGERATION

Ideal Conditions for Bulk Food Preservation Maintained by Forced Circulation of Washed Air . . . Temperature of 36° to 40° . . . Relative Humidity of 80% to 85%.

GENERAL ELECTRIC Conditioned Air Refrigeration eliminates the tremendous losses in perishable foods due to shrinkage, discoloration, and transfer of food odors occurring with present commercial refrigeration methods.

The air in the cabinet is washed five times every minute and circulated by force to every part of the refrigerator. Proper temperature of from 36° to 40° and relative humidity of 80% to 85% is constantly maintained. Clean, cold air passes over and

Electric Announces . . .

TIONED AIR

CIAL REFRIGERATION

around all foods, making it impossible for one food to absorb odor or taste from another. Cools foods five times faster. Yet Conditioned Air Refrigeration costs 25% less to operate than any other form of bulk food preservation.

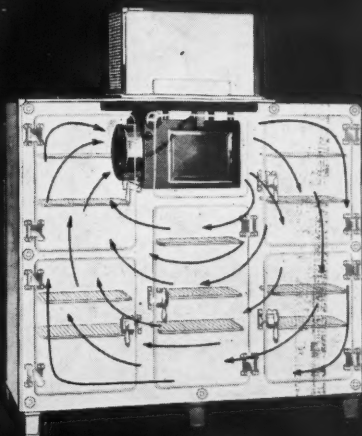
Conditioned Air Refrigeration is now available for stores, meat markets, restaurants, hotels, institutions, etc., in a wide variety of sizes and models in both storage cabinets and display cases.

Units are self-contained, or for remote installation. All have the famous G-E sealed-in-steel compressor mechanism, and each carries the G-E 3-Year Guarantee.

Conditioned Air Refrigeration opens a vast new field for profits and good-will to dealers and utilities everywhere.

General Electric Co., Electric Refrigeration Department, Section DE2, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.

Millions have joined the ever-widening G-E Circle, presided over by Grace Ellis, N. B. C. Coast to Coast network, daily at noon (except Saturday); Sunday, 5:30 p. m. (E. S. T.)



KEEPS FRESH FOOD FRESH FOR DAYS

ENDS TRIMMING OF MEATS & VEGETABLES

COSTS 25% LESS TO OPERATE

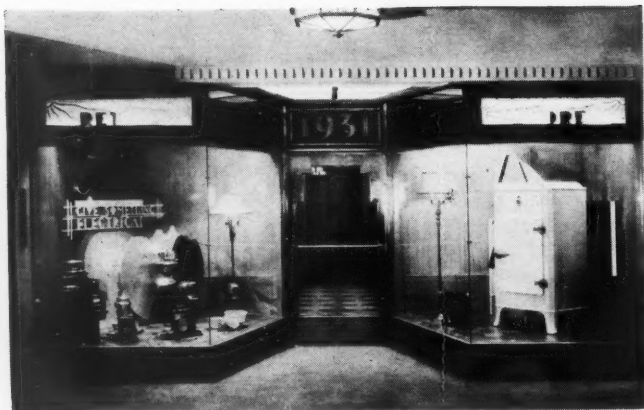
COOLS FOOD FIVE TIMES AS FAST

NO ODOR TRANSFER

conditioned air
GENERAL  ELECTRIC
COMMERCIAL REFRIGERATION



The Westinghouse Company has opened a retail store in Denver known as the Household Appliance Company; the new establishment is in charge of Tom Savage and the Marshall brothers, Willis M. and Ray F.



Representing the modern trend in store design, this model electrical dealer's establishment is part of the complete exhibit opened by the Electrical Association of Philadelphia in the new Architect's Bldg. headquarters.

Round the ELECTRICAL MAP

RIGHT

E. N. Hurley, Jr., President of the Hurley Machine Company, opening the Thor's Prosperity Plan Meeting of distributors and Thor representatives at the Thor plant. Chief interest centered on the introduction of the Thor Glass Tub Plan together with a dramatic presentation of the new Thor dealers' sales plan.



BELOW

To demonstrate architectural lighting, this model city was built by lighting engineers at Nela Park, Cleveland, for the Kansas City Power & Light Company, Mo. The miniature buildings incorporate the latest developments in flood-lighting.



LEFT

Model railroad trains (Lionel) play a prominent part in the newest Paramount picture, "Husband's Holiday." The scene in the photograph shows Olive Brook, star of the picture, with two juveniles, Mary Knowlden and Dickie Moor.

Our Platform:
Better Dealers

Weather Forecast:
Fine for Selling

The Firing Line News.



New York

"For the Man at the Sales Front"

February, 1932

Electrical Men to Meet in Orlando

Code Discussion Planned

Final plans are being made for a joint meeting of the Electrical Inspectors, Contractor Dealers of the State, meeting to be held at the San Juan Hotel, Orlando, Florida, February 29th, March 1st and 2nd. This meeting, although being sponsored by the Inspectors and Contractor Dealers, is open to all electrical men of the State. Every branch of the electrical industry will have a part in the meeting. Invitations have also been sent to prominent electrical men of different parts of the country to take part in this meeting and a great many have already accepted. Among them are members of the Electrical Committee of the National Fire Protection Association, who are responsible for the making of rules and regulations of the National Board of Fire Underwriters. These noted men will be at this meeting to make talks, answer questions and give information in regard to electrical wiring and apparatus as outlined in the National Electrical Code, which is recognized as an authority on electrical wiring throughout the country.

Beside the Code rules, the question of the standardization of materials and appliances will be acted on. Also the elimination of substandard and non-approved electrical materials and the standardization of City Code Rules.

By having a joint meeting of all the electrical men of the State, this will be one of the largest electrical meetings ever held in the Southeast. Arrangements are being made also for a display of electrical materials and appliances which will be the latest in everything and the largest display ever presented in Florida. The attendance is expected to exceed any other meeting ever held in Florida.

R. C. Bigby, Tampa, Florida, is President of the Contractor Dealers; Lincoln Brown, Miami, Florida, Secretary-Treasurer. C. M. Fuss, Tampa, Florida, President of the Inspectors, and Harold N. Lang, Orlando, Florida, is Secretary-Treasurer.

North Again Heads Cleveland League

Strittmatter Made New Vice-President

Headed by two re-elected officers and one new officer, the Electrical League of Cleveland is drafting an aggressive market-development program which will reach into every corner of Greater Cleveland.

The re-elected officers, who received a vote of confidence from the League board of directors at a meeting Monday, Jan. 11, are J. E. North, of the Cleveland Electric Illuminating Company, who now starts his ninth term as president, and Harry Hutchisson, former Cleveland electrical jobbing executive, who was re-elected as secretary-treasurer.

The new officer is R. J. Strittmatter, chosen as vice-president. Strittmatter is vice-president of the Apex Electrical Manufacturing Company, Cleveland, and long has been an active supporter and director of the League.

Fisher Outlines Coast

Merchandising Plans for '32

\$52,975,000 Market to Be Developed; '31 Achievements Reviewed at Meeting

American Electric Company Takes Over Ajax Electric Specialty

Ajax Electric Specialty Company, formerly of St. Louis, has now been merged with American Electric Company of Chicago and will operate in future as Ajax Department, American Electric Company, under management of J. S. Cuming, formerly president of the St. Louis corporation.

Washer Group Meet Feb. 18

The Annual Meeting of the American Washing Machine Manufacturers' Association has been postponed to the 18th of February.

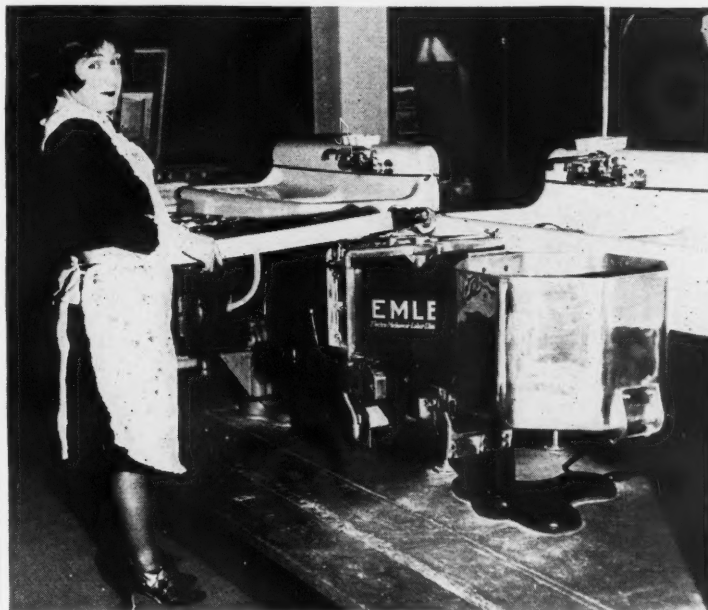
A total electric market of \$52,975,000 to be developed during 1932 in northern and central California was forecast by R. E. Fisher, vice-president of the Pacific Gas and Electric Co. in charge of public relations and sales, at the annual industry meeting for the year sponsored by the Pacific Coast Electrical Bureau and held in San Francisco on Jan. 6.

This presentation followed the opening of the meeting by C. L. Chamblin, northern California regional director of the Pacific Coast Electrical Bureau, and a résumé of Pacific Coast Electrical Bureau activities for 1932 by G. C. Tenney, editor of *Electrical West*, and chairman of the Bureau's Co-operative Advertising Committee. These activities include cooperative plans for adequate wiring, ordinances, lighting, appliance merchandising, industrial electrification, agricultural electrification and co-operative advertising.

Speakers on the Pacific Gas and Electric Co.'s business development program included H. M. Crawford, general sales manager, who reviewed the 1931 sales accomplishments of the company; P. M. Downing, vice-president and general manager, who complimented the industry on doing as good a job as it had in spite of the depression and A. F. Hockenbeamer, president, who suggested that all members of the industry "saw wood and keep singin'." He recited the company's expenditures for construction and for operation during the past year and announced that budgets were approximately the same this year.

Mr. Fisher, who conducted the presentation of the business development program, concluded the program with a breakdown of the company's suggested plans, and interpreted them in terms of what they would mean in market development for the industry. He showed that by the sales effort of the company's force of 241 salesmen, an electric market of \$27,-

WHAT IS IT?



Manufactured by the Electro-Mechanical Labor Eliminator Company, the device pictured above is the first attempt at a universal appliance. In this one machine are incorporated features that make it wash and iron clothes; wash, rinse, and dry dishes; scour pots and pans; polish silverware and shapen cutlery; beat eggs and whip cream; extract fruit juices; grind and chop meats; serve as a stove and stir foods while they are cooking; and toast bread. It kneads dough or shakes cocktails; and serves on occasion as an exerciser.

975,294 would be developed, constituted as follows:

Electric appliances	\$15,526,350
Wiring materials, switches, etc.	5,666,240
Industrial motors and equipment	1,209,404
Distribution materials and equipment	5,573,300

To this figure he added the \$25,000,000 to be spent by the company in electrical construction, thus making the figure \$52,975,294 which he forecast for electrical business development in 1932.

More than 500 people attended the meeting.

Cargo Reelected Colorado League Head

The Electrical League of Colorado, at its December election, named L. M. Cargo, veteran Mountain States representative of the Westinghouse Electric and Manufacturing Co., to succeed himself as president. This is the first time in the organization's history that a League president has been asked to serve a second consecutive term. W. A. J. Guscott, Denver electragist, was elected secretary; and Dean D. Clark, Denver commercial manager of the Mountain States Telephone & Telegraph Co., was re-elected treasurer. Chairmen of the four Electrical League divisions were elected as follows: D. D. Sturgeon, contractors; A. C. Cornell, distributors; F. L. Easton, manufacturers, and R. G. Gentry, utilities.

Kelvinator to Handle Canadian Sales of Electrochef

Kelvinator of Canada, Limited, announced recently a contract whereby they will engage in the manufacture and sale in the Dominion of Canada of Electrochef electric ranges, according to a statement by F. S. McNeal, General Manager.

Rockbestos Appoints Sumner

Rockbestos Products Corporation announces the appointment of Mr. Merton R. Sumner as manager of their Chicago sales office at 718 Madison Terminal Bldg.

Mr. Sumner was formerly with the Byllesby Engineering & Management Company in Pittsburgh.

Clayberger Named by West Coast Specialties

The appointment of L. M. Clayberger as manager of sales and advertising of the West Coast Specialties, Ltd., 4059 Goodwin Ave., Los Angeles, has been announced by Stanley Connell, president. West Coast Specialties, Ltd., is the manufacturer of the Club Toaster.

Miller Munson Joins Henri, Hurst & McDonald

Miller Munson, a well known figure in the advertising world and closely associated with the electric domestic appliance field, has joined the organization of Henri, Hurst & McDonald, Inc., Chicago, advertising agency, as vice-president. Mr. Munson was for eleven years in charge of advertising and a member of the Sales Executive Committee of The Hoover Company.

Mr. Munson is a former director of the Association of National Advertisers, and was a member of the Advisory Publicity Committee of the Society for Electrical Development until it was discontinued. He was also a member of the Advertising committee of the Vacuum Cleaner Manufacturer's association during the association's campaign. He has been an important figure



Miller Munson

in a number of developments that have influenced present day merchandising.

Henri, Hurst & McDonald, Inc., will move into new quarters at 520 North Michigan Avenue, next spring.

7,000 Attend Cooking Show at Stockton

P. G. & E. and Nine Dealers Cooperate in Successful Demonstration

Another successful power-company-dealer effort to interest housewives in electric cooking was the Electrical Appliance Exposition and Cooking Demonstration held at Stockton, Calif., Nov. 18-20, with the Pacific Gas and Electric Co. and nine electrical dealers participating.

Before the show, records indicated that of the 11,000 domestic customers of the power company in Stockton, only 150 were cooking electrically. The power company believed that a show such as that put on at Vallejo in October could be made to raise this figure, despite the fact that in recent years several "newspaper cooking schools" held in Stockton had failed to stimulate electric cookery in that town.

Their faith in the efficacy of the "show" for bringing tangible results was borne out in the attendance at the Stockton exposition, which far exceeded the expectations of its sponsors. This totaled 7,742 persons, ranging from 288 on the opening afternoon to 2,412 on the final evening.

Participating dealers report that many fine prospects for various appliances were developed during the three-day exposition. "Much more profitable than the County Fair," said one enthusiastic dealer in discussing the affair. While no actual sale of an electric range was closed at the show, dealers were unanimous that much had been done to secure favorable acceptance of this method of cooking in Stockton.

Participating dealers included John Breuner Co., Bright Spot

Electric Co., Commercial Electric Co., Nathan-Dohrmann Co., Erich's Radio Service, Franke Electric Co., Eddy Electric Co., Pfeffer Music Co., and Wilson-Schulz Co. Booth space around the outer wall of the hall was allotted to each of these companies, for which they paid \$50, \$100 or \$125, according to the size of space occupied. In addition to the nine dealers mentioned, a tenth space was used by the Electric Refrigeration Bureau where six different makes of electric refrigerators were impartially displayed. Several direct sales have since been traced by the dealers to this display.

Cooking demonstrations, or schools, were put on each afternoon from 2 to 4 and each evening from 8 to 9:30 o'clock. Mrs. A. V. Farnsworth, from the Pacific Gas and Electric Co., Oakland, was hostess in charge of the demonstrations. She was assisted by Mrs. M. M. Ritter, of the Edison General Electric Appliance Co., and Miss Grace Bull, of the local P. G. and E. sales department.

Demonstrations took place upon a stage at the end of the hall, spectators occupying 800 chairs within the circle of display booths. A loud speaker arrangement had been installed by the Bright Spot Electric Co. to enable the audience to hear the program. Six different makes of ranges were demonstrated, two of each make being used at a session. They included Hotpoint, Graybar, Monarch, Standard, Westinghouse and L. & H.

McDonough New President of RCA-Victor

Succeeds E. E. Shumaker, Resigned

David Sarnoff, President of the Radio Corporation of America, announced that at a meeting of the Board of Directors of the RCA-Victor Company held today. Mr. J. R. McDonough was elected president of the RCA-Victor Company, to succeed Mr. E. E. Shumaker, the former president, whose resignation became effective December 31, 1931.

Mr. McDonough, who is thirty-seven years old, entered the employ of the Radio Corporation of America in 1924 and has acted in various capacities since that date. He has been Assistant to the President of the Radio Corporation. During 1931 he assumed the duties of Executive Vice-President of RCA-Victor Company, the company to the presidency of which he now succeeds.

Southwestern Division, N.E.L.A. to Hold Lighting Conference

A Lighting Conference under the auspices of the Southwestern Geographic Division of the National Electric Light Association, will be held in New Orleans, February 15, 16, 17, 18, 1932. This conference will consist of discussions by utility representatives on various lighting activities, methods of promotion, and details of departmental organization. In addition to consideration of those problems, there will be eleven lectures which will treat of the last word in lighting development.

Notable among those who will address the group are S. G. Hibben, manager of the Commercial Engineering Department, Westinghouse Lamp Company; J. L. Stair, Curtis Lighting, Inc.; W. D. Krupke, Federal Electric Company; L. A. S. Wood, Westinghouse Electric & Manufacturing Company; H. H. Magdsick, General Electric Company.

Dolvin Appointed by Electromaster

A. H. Jaeger, General Sales Manager of Electromaster, Inc., announces the appointment of Paul R. Dolvin as District Sales Manager for the Electrochef Electric Range in the Southeastern territory.

"Gus" Mayer Killed in Plane Crash

A. C. Mayer, merchandising manager of the General Electric Refrigeration department, was killed instantly the night of December 31st when an airplane in which he was flying from Cleveland to his home in Louisville, Ky., crashed to the ground in a dense fog bank near Springfield, Ohio.

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